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EDITOR AND PUBLISHER

INTERNATIONAL YEAR BOOK NUMBER FOR 1923

Vol. 55. No. 35

TWO SECTIONS
SECTION ONE

NEW YORK, SATURDAY, JANUARY 27, 1923

By Mail in Advance
U. S. A.: \$4.50, Can.: \$5, Foreign 10c Per Copy

Original second-class entry—The Journalist, March 24, 1894; The Editor & Publisher, December 7, 1900; The Editor & Publisher and Journalist, October 20, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1923, by The Editor and Publisher Company, James W. Brown, president.]

—the best way to sell John Smith

is obviously in his home town where your goods are on sale and through his local Newspapers.

Is it logical to think that John Smith can be sold through mediums of thinly scattered national circulation said to reach Smith's neighbor and the influential citizen who lives on the hill?

Daily newspapers reach *everybody* in precisely the best markets you select, make quick sales in big volume, minimize evils of substitution.

Don't put too much credence on the claim that the majority will imitate the minority. Don't you think John Smith thinks for himself? The whole country is John Smith and his wife.

In other words, the Newspaper is the shortest distance between John Smith and your merchandise.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1882

Publishers' Representatives

Chicago

New York

Atlanta

Kansas City

San Francisco

This advertisement is No. 70 of a Series published in the interest of all advertising. We are striving to have greater care given the selection of media, more attention to the product's distribution and the medium's circulation.

As representatives, we thereby show not only our knowledge of, but also our belief in advertising. We sell it and buy it consistently.

We are equipped to represent more newspapers efficiently and invite your consideration.

*E. Katz Special Advertising Agency
58 West 40th Street, New York City*

THE BUFFALO EVENING NEWS

Dominates Its Field in Advertising Lineage for 1922

Advertising lineage is a reflection of the judgment and experience of the advertiser.

Among the six daily papers the advertising lineage for 1922 was distributed as follows:

| | | |
|--------------------|-----------------|-----------------|
| News | 43.20% of Total | 43.20% of Total |
| Five other Dailies | | 56.80% of Total |
| | | <u>100.00%</u> |

The dominating preference for the BUFFALO EVENING NEWS in the Buffalo market is illustrated by the following figures:

| | 1922 | 1921 | Gain | | |
|-----------------------------|------------|------------|---------|-------|-------|
| BUFFALO EVENING NEWS | 12,447,956 | 11,919,531 | 528,425 | agate | lines |
| Second paper | 7,261,569 | 7,102,487 | 159,082 | " | " |
| Third paper | 3,675,610 | 3,490,001 | 185,609 | " | " |
| Fourth paper | 3,193,279 | 3,037,682 | 156,597 | " | " |
| Fifth paper | 2,439,745 | 2,371,995 | 67,750 | " | " |

(Figures for sixth paper not quoted).

BUFFALO EVENING NEWS

EDWARD H. BUTLER, Editor and Publisher

KELLY-SMITH COMPANY, Representatives,

Marbridge Bldg.,
New York, N. Y.

Lytton Bldg.,
Chicago, Ill.

BUFFALO THE WONDER CITY OF AMERICA.

The best way to build

is to build a strong foundation of trust and respect. This is the key to long-term success in any business or industry.

By focusing on the needs and interests of your customers, you can create a loyal and profitable business. This is the foundation of any successful enterprise.

Each business has its own unique challenges and opportunities. It is important to understand these and to develop a strategy that addresses them.

One of the most important factors in building a successful business is the quality of your products and services. This is what sets you apart from your competitors.

In addition, it is essential to have a strong financial foundation. This allows you to weather any economic downturns and to invest in your future.

Katz Special Advertising Agency

1234 Main Street, New York, NY 10001

Phone: (212) 555-1234

Fax: (212) 555-5678

MB

For more information, please contact us at (212) 555-1234. We are currently looking for qualified individuals to join our team.

Our company is committed to providing the highest quality products and services to our customers. We are currently seeking individuals who are passionate about their work and who are committed to excellence.

For more information, please contact us at (212) 555-1234. We are currently looking for qualified individuals to join our team.

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KELLY-SMITH COMPANY, Representatives,
 Marbridge Bldg.,
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 Chicago, Ill.

BUFFALO THE WONDER CITY OF AMERICA.

The Boston Post

For Fourteen Years Has Maintained a Decisive Leadership in Display Advertising

This continuous leadership of the Boston Post means just one thing—*continuous and positive results to its advertisers*. To lead all Boston newspapers in Local and National Display Advertising for a period of fourteen consecutive years is an achievement based on performance.

To have carried, during all this period, an overwhelming larger amount of retail advertising than any other Boston paper, is the real test of a medium—*the merchant knows*.

On the opposite page is a detailed analysis of the advertising lineage in the three leading Boston newspapers for 1922. These figures tell the TRUE story of the Boston situation, and complete the Post's remarkable record of—

FIRST IN 1909

FIRST IN 1910

FIRST IN 1911

FIRST IN 1912

FIRST IN 1913

FIRST IN 1914

FIRST IN 1915

FIRST IN 1916

FIRST IN 1917

FIRST IN 1918

FIRST IN 1919

FIRST IN 1920

FIRST IN 1921

FIRST IN 1922

CIRCULATION AVERAGES FOR YEAR 1922

BOSTON DAILY POST

396,902

BOSTON SUNDAY POST

401,643

The Boston Post

Is the Star Performer in Display Advertising Among Boston Papers for the Year 1922

The year's figures, presented in statistical form, show the Boston Post's supremacy as the ONE outstanding leader in Display Advertising.

The totals on National Advertising include ALL "general" advertising invariably determined to be National in character. Financial is classified separately as it contains a large proportion of lineage that is distinctly local business.

Stars mark the leader in each group—count the POST stars.

Display Advertising in Agate Lines

Figures taken from compilation for year 1922 made by Boston Newspapers' Statistical Bureau

| | BOSTON POST | BOSTON HERALD | BOSTON GLOBE |
|---|-------------|---------------|--------------|
| Local | ★6,196,333 | 4,964,092 | 5,737,632 |
| National (Week-day only) | ★2,523,008 | 2,458,220 | 1,518,656 |
| National (Sunday only) | ★1,233,216 | 882,835 | 586,095 |
| National (Week-day and Sunday combined) | ★3,756,224 | 3,341,055 | 2,104,751 |
| Automobile | ★ 705,667 | 693,075 | 493,412 |
| Amusements | ★ 406,260 | 304,857 | 300,876 |
| Boots and Shoes | ★ 244,932 | 190,083 | 159,408 |
| Building Materials | ★ 169,811 | 132,794 | 33,709 |
| Departmental Store | ★4,216,578 | 3,016,592 | 4,186,164 |
| <small>(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)</small> | | | |
| Financial | 305,024 | ★772,473 | 235,027 |
| Food Products | ★ 782,550 | 660,902 | 492,127 |
| Home Furnishings | ★ 932,147 | 725,051 | 737,778 |
| Jewelry | ★ 226,808 | 149,960 | 110,050 |
| Men's Clothing Stores | ★ 688,945 | 491,921 | 362,186 |
| Phonographs, Records and Musical Instruments | ★ 200,325 | 196,608 | 183,404 |
| Proprietary and Toilet Articles | ★ 765,606 | 480,789 | 429,142 |
| Publications | 109,318 | ★278,002 | 102,025 |
| Tobacco Products | ★ 205,572 | 166,704 | 112,292 |

In Total Display Advertising for 1922 the Boston Post Carried

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper

—a Lead of 2,287,823 Lines Over Third Boston Paper



New Orleans

The Market

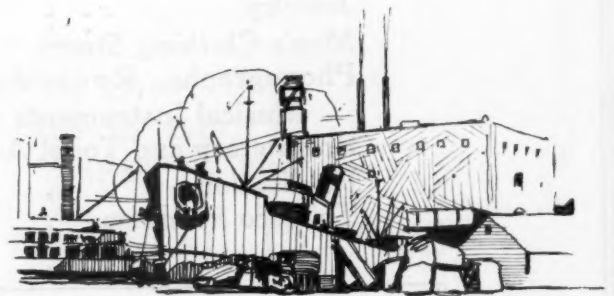
NEW ORLEANS is the South's greatest market, in a great buying area that is ready to receive any worthy product.

New Orleans, commonly called the billion dollar market is the second largest port in the United States and gate way to the Mississippi Valley. It is the trading center of a prosperous, thriving agricultural territory financially solid and growing fast.

New Orleans itself has a population of 400,000 people. Here business is always good; industries are on a normal basis and bank deposits indicate a steady trend towards increased thrift and community stability.

New Orleans market offers unlimited possibilities to the manufacture of meritorious products. It is a market well worth covering and is well adapted for all classes of merchandise.

New Orleans and its billion dollar market can be covered and covered thoroughly through the foremost influential newspaper—*The Times-Picayune*.

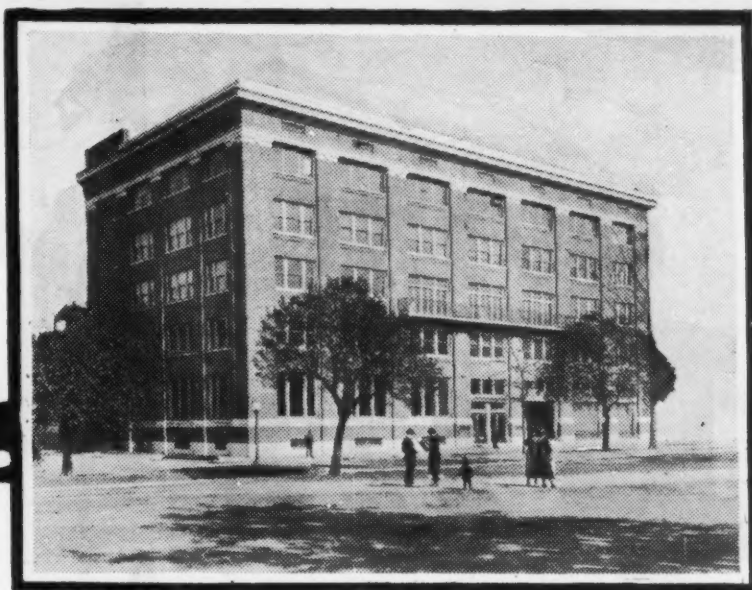


New Orleans population is headed fast towards the million mark, —Now is the time to plant your product in the New Orleans market and let it grow with the section.

The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES: Cone, Hunton & Woodman, New York; Chicago; Detroit; Atlanta and Kansas City.
R. J. Bidwell Company, San Francisco.



The Times-Picayune

The Medium



The Times-Picayune circulation is real home circulation—it is the preferred newspaper of both class and mass.

The Times-Picayune has the largest circulation of any other newspaper as shown by A. B. C. reports for the year ending Sept. 30, 1922.

DAILY CIRCULATION 73,604
SUNDAY CIRCULATION 96,918

THE Times-Picayune is the only newspaper that effectively covers the New Orleans market and which may be counted upon to bring best results. Its enviable record of 1922 is proof of its dominating position.

During the twelve months of 1922, The Times-Picayune carried 15,454,103 lines of advertising, nearly double the amount carried by all other New Orleans newspapers combined.

It led all other New Orleans newspapers in 29 standard classifications out of 37.

The Times-Picayune carried 4,438,819 lines of classified advertising—1,801,701 more lines than all other New Orleans newspapers combined.

IT LED THE FIELD—

| | |
|--------------------------|--|
| LOCAL DISPLAY CLASSIFIED | NATIONAL ADVERTISING TOTAL ADVERTISING |
|--------------------------|--|

New Orleans population is headed fast towards the million mark,—Now is the time to plant your product in the New Orleans market and let it grow with the section.

To advertisers who wish to enter the New Orleans market or whose products need greater distribution and sales volume, The Times-Picayune offers the services of its merchandising bureau with its personnel of seasoned merchandising and sales experts.

The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES: Cone, Hunton & Woodman, New York; Chicago; Detroit; Atlanta and Kansas City. R. J. Bidwell Company, San Francisco.

**OVER
16½
MILLION
LINES**



Another stand-up-and-out record!
The San Francisco Examiner is
FIRST again in 1922 with a re-
markable advertising total of—

16,906,694

Agate Lines

San Francisco

"THERE IS NO SUBSTITUTE FOR CIRCULATION"



another record- first again!

Again, in the light of cold figures, the San Francisco Examiner towers head and shoulders above any other San Francisco newspaper. Witness the record total of over sixteen and a half million lines of advertising in 1922. And remember that this outstanding leadership applies to *every* form of advertising lineage—display, classified, local, foreign.

Leadership is always its own explanation. There can be but one reason for this tremendous expression of advertising preference. The San Francisco Examiner is **FIRST** in advertising because it is **FIRST** in circulation and **FIRST** in reader-influence.

Men of business who weigh their advertising dollars as they do merchandise, find that it pays to single out the San Francisco Examiner and double their returns. For the San Francisco Examiner, through its commanding circulation, has "first call" on the rich Northern and Central California market.

Coupled with this is a Merchandising Service Bureau that makes every advertising campaign yield full selling force. For details write direct, or get in touch with our representatives.

New York: W. W. Chew, 1819 Broadway

Chicago: W. H. Wilson, Hearst Bldg.

Examiner

"THERE IS NO SUBTERFUGE FOR LINEAGE"

THE MOST INTERESTING BOY IN AMERICA—HIS OWN STORY



JACKIE COOGAN

The rise of Jackie Coogan to fame and unprecedented earning power in the moving pictures has arrested the attention of everyone. No other child has ever manifested such gifts, or attained so much popularity, or become the object of such widespread affectionate interest.

Jackie will tell newspaper readers of his early struggles, his rise to eminence, and of his experiences as an actor and as a small boy among other boys. The stories will be prepared by a famous writer of bedtime tales and will be illustrated with pictures drawn by Jackie himself. The series will appeal to all children and their mothers, and should prove unusually successful. We expect to begin releasing some time in February.

WILL ROGERS A WINNER

In the space of four weeks' time, the new weekly series by Will Rogers, commenting upon current politics and world affairs, has gone over the top to remarkable success. We have already sold to leading papers in practically all the important cities in the country, and are receiving new orders daily. Will needs no praise from us, but we will say this much anyway: He understands news and the ways of the world, he is one of our shrewdest American wits, and his newspaper articles will increase his fame. They are distinctive and excellent.

THE UNCLE WIGGILY STRIP

Howard R. Garis and Lang Campbell are making for us a four-column strip embodying the famous Uncle Wiggily characters, which we have been releasing since January 15. We already have a much larger list of papers than we thought it possible to get in so short a time.

So much for our new features; let us remind you for a moment of some of our old reliables.

IRVIN S. COBB

Daily series of humorous anecdotes going as strong as ever. When it is completed, another good feature by Mr. Cobb will follow.

FONTAINE FOX

One hundred papers use the work of this favorite cartoonist. Did you see the miniature Toonerville Trolley among the Christmas toys? Many thousands were sold.

RUBE GOLDBERG

One of the four or five big stars among the comic artists for fifteen years, and today more widely used and more popular than ever before. The list just keeps on growing. Watch "Steve Himself."

A word of caution to editors: Do not drop into the waste-basket unconsidered any proposition that comes from us by mail. If you do, an alert competitor may get a highly valuable feature that would look well in your paper. The mails are congested, we know, and so we have made a vow never to offer anything mediocre.

ED. HUGHES

One of the most virile draftsmen in the business. No better sport page cartoons than his.

THOMAS L. MASSON

Former *Life* editor, now with the *Saturday Evening Post*, combines wisdom with wit in his weekly humorous articles.

O. O. McINTYRE

Most successful of all writers on New York's changing scene. His daily letters and Sunday articles fascinate readers. Now becoming famous as a magazine writer.

HARRY TUTHILL

His clever strip, "Home Sweet Home," ranks with the best. Are you on the list for the new Sunday page? It is going into many excellent newspapers.

The McNaught Syndicate, Inc.

V. V. McNitt, Pres.

TIMES BLDG., NEW YORK

C. V. McAdam, Vice-Pres

CENTRAL PRESS DAILY PICTURE PAGE

IS CALLED NEWSIEST, HANDSOMEST

The Day's News in Pictures



GENERAL STAFF OF THE ITALIAN FASCISTI—General Capello, center, one of the Italian military leaders who won distinction in the World war, with the black shirt of the Fascisti surrounded by Mussolini's immediate subordinates.



"ON TO BERLIN"—That's the cry of the French as the German government and mine centers refuse to make coal deliveries after France seizes mines and industrial centers of the Ruhr valley. So tri-color may float over ex-Kaiser's Berlin palace, shown above.



THIRTY-SIX YEARS AMONG ESKIMOS—Bishop Martin, center, with white beard, photographed in London with group of his converts from Labrador. He has just returned from the north for a visit.



"TRAIN No. 12—Now ready on track four, etc. etc." Mrs. M. T. Grazier, Baltimore & Ohio, said to be only woman ticket agent snatched during visit to Washington.



SEPTUEN DAUGHTERS—Wives, daughters and sweethearts of mariners plying the Pacific ocean form organization for radio broadcasting to ships at sea. Miss Dolores Beaton, Seattle, an organizer.



"HOME, JEEMS, BY RADIO"—That's the latest. Professor Low, New York, with his radio outfit, attached to an umbrella, calling his car.



"GANGWAY, FULL SPEED AHEAD"—Gladys Robinson, Toronto, woman speed skating champion, would have smashed the camera if the lady's tucked at the last minute.



MOVIE FAMILY GROUP—Tom Mix, popular star of western thrillers, with his wife, babe and his educated nag, which does everything but talk, and that isn't necessary in the movies.



BABE HAS FLOCK OF MAMAS—Jean Elizabeth Christie, nine months' old baby, ward of girl students of the home economics course at South Dakota State college.



"OLD JENNY PIPE"—Mrs. Sophia Mills, Institute for the Aged at Rumford, England, celebrates her one hundred and second birthday with her trusty old clay pipe. Boy, page; Lucy Page Goston and other anti-tobaccoists.



CHAMP SEEKS VICTIMS—Ralph Greenleaf, pocket billiards title holder, tours country seeking matches.



POLISH BLIND MARVEL OFFERS TO AID U. S. VETS—Madame Lipinska, after years of aiding afflicted of France and England, offers to aid in instructing blind war vets in mastering crafts. Left to right, Albert Thomas, Madame Lipinska and Ambassador Jusserand.



HEAD DRESS OF GOLD LEAF AND JEWELS—These charming models are displaying the very latest in head pieces. Left, girl has model studded with rubies; right, model of graduated pearls with spangles dropping below shoulders.



VENICE HAS NOTHING ON OREGON CITY—When the Willamette river goes on the rampage and sweeps the valley of the same name, inundating Oregon City and destroying thousands of dollars worth of property. Hundreds of homes were flooded. Photo shows outskirts of Oregon City under water.

Copyright, 1923, by The Central Press Association

The Central Press Association

V. V. McNitt, President

CENTRAL PRESS BLDG., CLEVELAND

H. A. McNitt, Manager

1922

A YEAR OF ACHIEVEMENT FOR THE BUFFALO TIMES

FIRST IN TOTAL PAID DISPLAY EXCLUSIVE OF CLASSIFIED

| | LINES |
|------------------|------------------|
| TIMES | 9,355,514 |
| News | 9,249,758 |
| Courier | 5,873,028 |
| Express | 4,743,116 |
| Enquirer | 1,821,498 |
| Commercial | 1,502,424 |

FIRST IN AUTO ADVERTISING

| | LINES |
|------------------|----------------|
| TIMES | 610,778 |
| Express | 527,184 |
| Courier | 394,212 |
| News | 303,212 |
| Commercial | 102,494 |
| Enquirer | 49,980 |

FIRST IN DEPARTMENT STORE ADVERTISING

| | LINES |
|------------------|------------------|
| TIMES | 2,596,622 |
| News | 2,168,684 |
| Courier | 887,530 |
| Express | 612,038 |
| Commercial | 59,598 |
| Enquirer | 4,298 |

FIRST IN ROTO ADVERTISING

| | LINES |
|---------------|--------------------------|
| TIMES | 104,440 |
| Courier | 100,268 |
| Express | 90,048 |
| News | } No Roto Sections |
| Enquirer | |
| Commercial | |

Times, Courier & Express seven issues a week. News, Enquirer & Commercial six.

The **BUFFALO TIMES** Inc.

NORMAN E. MACK, PRESIDENT, EDITOR & PUBLISHER

VERREE & CONKLIN, Inc.

NATIONAL
REPRESENTATIVE

NEW YORK—CHICAGO
DETROIT—SAN FRANCISCO

Cough Drops or Automobiles

No Matter What You Sell - THINK OF THIS!



| City | Population of Trading Tty. | Circ. in Tr. Tty. | 1 Copy to Every |
|-------------------------------------|----------------------------|-------------------|-----------------|
| Detroit (News) | 1,288,893 | 263,000 | 4.9 |
| Los Angeles (Herald) | 937,651 | 145,701 | 6.4 |
| Philadelphia (Bulletin) | 3,000,000 | 468,394 | 6.4 |
| → CLEVELAND (PRESS) | 1,100,000 | 152,507 | 7.2 |
| St. Louis (Post Dispatch) | 1,300,000 | 153,196 | 8.5 |
| Chicago (News) | 3,500,000 | 374,498 | 9.3 |
| Boston (Post) | 2,574,115 | 250,255 | 10.3 |
| Pittsburgh (Press) | 1,371,354 | 133,347 | 10.3 |
| San Francisco (Examiner) | 1,131,597 | 108,687 | 10.4 |
| Milwaukee (Journal) | 1,000,000 | 93,908 | 10.6 |
| Newark (News) | 1,000,000 | 90,694 | 11.0 |
| New York (Journal) | 9,500,000 | 597,897 | 15.9 |
| Brooklyn (Standard Union) | 2,812,000 | 71,316 | 39.6 |

News Coverage of Detroit Most Thorough In U. S.

Below are the 13 largest cities in America and their largest weekly newspaper circulation in their respective trading territories (city and suburban combined). Note this list carefully and you will find that The Detroit News covers its trading territory the most thoroughly of any, with one copy of The News reaching every 4.9 units of population. Consider this most important fact when you plan your advertising campaign.

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Remember, too, that Detroit has attained a degree of prosperity and employment far beyond that of any other city of its size in the country, and that The News, therefore, reaches a population with buying power.

The Detroit News

You and a Half Times Largest Circulating City
 Week-Day Circulation
 Greater Sunday Circulation in Michigan
 "Always in the Lead"

PRESS FOURTH IN U. S.

THE PRESS HAS ONE OF THE GREATEST INTENSIFIED CIRCULATIONS OF ANY NEWSPAPER IN THE COUNTRY

The above figures were compiled by the statistical department of The Detroit News and published as an advertisement in one of the advertising trade journals. The advertisement is reproduced at the left. Here is an unbiased and impartial survey of thirteen principal cities throughout the country. It is significant that The Press stands fourth in the entire country in the highly important point of intensive coverage.

And in Advertising

In advertising The Press leads all Cleveland Daily Newspapers. Not only is The Press first in local advertising—the local merchants' first choice—but in total paid advertising as well.

The following 1922 figures pertaining to the Cleveland Newspaper Situation reveal the clear-cut and outstanding supremacy of The Press as the dominant medium of Cleveland. Here are the weekday figures:

| | Local Advertising Lines | Total Advertising Lines |
|--------------|-------------------------|-------------------------|
| The Press | 8,579,032 | 12,800,354 |
| Plain Dealer | 5,490,240 | 11,154,402 |
| The News | 6,815,200 | 9,327,094 |

Not only has The Press the largest daily circulation in Greater Cleveland, but it carries more advertising every week day of the year than either The News or Plain Dealer. Here is complete and authoritative proof of the unprecedented superiority of The Press. In no other paper but The Press is it possible to blanket the Greater Cleveland territory.

Some papers try to confuse and befuddle the public's mind as to who carries the greatest volume of advertising by carefully refraining from pointing out that they are comparing their seven-day issues to only six for The Press.

Daily and Sunday newspapers are not competitive.

Practically the same conditions prevail in comparing circulation figures. Some newspapers, if you please, continue to bulk their circulation and try to get away with it.

However, the lineage figures are just like the circulation figures. They should be published separately, quoted separately and read separately, because Sunday lineage is in no sense to be considered competitive with daily lineage.

The bulked circulation figures were thrown out long ago by advertising agencies and shrewd buyers of advertising space.

Yet they were just as logical as the seven-day lineage figures.

During 1922 The Press Carried 3,473,260 More Lines of Total Advertising Than The Daily News and 1,645,952 More Than The Daily Plain Dealer, Respectively

The Cleveland Press

DOMINATES GREATER CLEVELAND

The Press Leads All Cleveland Daily Newspapers in Amount of Advertising Carried

Philadelphia

*Third Largest City in America,
is Breaking Building Records*

22,588 building operations with a total cost of \$114,881,040 were begun during 1922 in Philadelphia, according to the annual report of the Bureau of Building Inspection.

Of this big sum, \$49,273,320 was for 9,651 dwellings, and \$5,000,000 for apartments—almost fifty percent of the total spent for real family homes in “the city of homes.”

In addition, the city of Philadelphia is spending millions of dollars for sewer construction, highway betterments, subway and elevated transit and other improvements.

With this great addition to its buildings, and with every indication pointing to continuation of the construction programme, Philadelphia offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia

Great maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—



The Bulletin

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for 1922—
493,240 copies a day.

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

Verree & Conklin, Inc.,
28 East Jackson Blvd.

DETROIT

C. L. Weaver,
Verree & Conklin, Inc.,
117 Lafayette Blvd.

SAN FRANCISCO

Allen Hofman,
Verree & Conklin, Inc.,
681 Market Street.

LONDON

M. Bryans,
125 Pall Mall, S. W. 1.

PARIS

Ray A. Washburn,
5 rue Lamartine (9)



EDITOR & PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Copyright, 1923, by The Editor & Publisher Company; James Wright Brown president and editor.

Vol. 55

NEW YORK, SATURDAY, JANUARY 27, 1923

No. 35

FOREWORD

NEW features which contribute to make the 1923 edition of THE EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK not only the largest but the most useful compendium of information that has ever been gathered for the newspaper and affiliated industries are many, and their ramifications and possible uses are innumerable. Some of the outstanding departures in the present issue are:

1. A Directory of newspaper personnel, including the names of the publisher, the editor, the managing editor, the city editor, the general manager, the business manager, the advertising manager, the circulation manager, the classified advertising manager and the mechanical superintendent. In addition to the names, the table that starts on the next page also gives for each newspaper listed data on its time of issue, whether it has a Sunday edition, its circulation figures, its minimum advertising rates per agate line, local and national, its special advertising representatives, days on which it issues a rotogravure section, if at all, whether it operates a job printing plant, or its own engraving plant, whether it can use plates or matrices, and whether it issues a merchandising newspaper for local retail dealers.

Such a volume of information on every daily and Sunday newspaper in the United States and Canada has never been gathered before. To present it in practical form, it was necessary to print it the long dimension of the page, and to key all information that could not be presented in brief compass.

Morning papers are indicated by a dagger before their names †;

Evening papers are printed in roman type, without any distinguishing mark;

Sunday editions of daily newspapers are indicated by the letter (m) after the name of the daily;

Names of special representatives are indicated by a number in parentheses () following the newspaper's name, the number referring to an alphabetical listing of the representatives which starts on page 66. The first of these numbers always refers to the Eastern representative.

The letter (d) indicates that the newspaper does not use matrices.

The letter (t) indicates that the newspaper cannot use unmounted plates.

The form (mer) indicates that the newspaper issues a paper for local retail dealers.

Boldface circulation figures are net paid totals taken from A. B. C. publishers' statements for the six months ending October 1, 1922.

Boldface figures followed by the letter "x" are taken from A. B. C. publishers' statements for three months ending October 1, 1922.

Boldface figures followed by the letter "y" are taken from A. B. C. publishers' statements for the three months ending June 30, 1922.

Boldface figures followed by the letter "w" are taken from A. B. C. auditors' reports for the six months ending October 1, 1922.

Light face figures are statements made to the Post Office for the six months ending October 1, 1922.

At the other end of the table, in the "Mechanical Superintendents" column, a name followed by a superior figure (1) indicates that the individual is in charge of the job printing plant only; followed by a superior figure (2) indicates that he is in charge of both newspaper and job plants. No numeral following the name indicates that he has charge of the newspaper plant only.

Political leanings are indicated by initials of the leading national parties.

It should be noted that where one advertising rate is given centered on two separate circulation figures, it applies to each of them. If the circulation figures are bracketed, the advertising rate applies to the combined circulations. Thus, a newspaper with morning and Sunday circulations stated and only one advertising rate in the national and in the local rate columns, its charge for the daily and for the Sunday issues is the same. And when a newspaper has morning and evening editions which are sold in combination only, the circulations are bracketed.

2. A Ready Reckoner for the use of buyers and sellers of newspaper advertising, enables a present or prospective advertiser to learn at a glance what it will cost him to use daily newspapers in any State of the Union or any Province of Canada. Number of daily and Sunday papers in each state is set forth, with morning, evening and Sunday circulations, and minimum advertising rates per agate line for each state. This is a familiar feature of EDITOR & PUBLISHER'S service to its readers, the present publication marking its ninth semi-annual appearance since 1919. It has been revised and corrected up to and including January 22, 1923, including all dailies of which EDITOR & PUBLISHER has a record, with their latest foreign advertising rates. Circulations are based on those given in the Newspaper Directory which precedes it.

3. Analysis by States and by Territorial Market groups of the net paid circulations and advertising rates of all daily and Sunday newspapers of the United States and of 21 monthly magazines, 8 weekly magazines, 7 class publications and 11 women's periodicals. This data has been compiled by EDITOR & PUBLISHER, with the co-operation of the Bureau of Advertising of the American Newspaper Publishers' Association, to the officials of which EDITOR & PUBLISHER wishes to express its appreciation of their services. It is an absolutely unprejudiced statistical comparison, prepared by accountants who are in no way connected with the publishing business.

This data was first compiled by EDITOR & PUBLISHER four years ago and published at that time. Since then changes in both the newspaper and magazine fields have been so frequent that it has been impossible to keep the comparison up to date from year to year, until the end of 1922, when circulations and rates had reached a fairly stable level. In making the present tabulations, there was no preconceived idea to which the figures were to be made to conform.

3. Monthly lineage figures for 107 newspapers in 23 principal cities of the United States, for the years between 1914 and 1922, inclusive. The 1922 lineage totalled 1,113,020,675 lines, only 5.2 per cent behind the giant total of 1,175,021,331 lines amassed during the post-armistice business year of 1919-1920. The 1922 total was 4.2 per cent ahead of last year's figure. It was a gain of 68 per cent over 1914, the first year for which comprehensive advertising lineage figures were kept. That in itself is the best testimonial that newspaper publishers could want as to the efficacy of the space they sell—their customers are satisfied.

4. The Special Representatives, a list of whom appears on pages 66, 75, 76 and 78. They are listed

alphabetically, with names preceded by a key number referring to the numeral in the Newspaper Directory beside the names of the newspapers they represent.

5. Directory of American Advertising Agencies, which for the first time is listed alphabetically, rather than geographically. In this list appears the name of the agency, addresses of its main and branch offices and the names of space-buyers. This last is the most complete directory of advertising executives that has ever been published. Another exclusive feature of this directory is that it indicates by a simple key every privilege that agencies enjoy from the various associations of newspaper and periodical publishers and in addition, it designates those who are members of the American Association of Advertising Agencies, the Association of Canadian Advertising Agencies, and the California Advertising Service Association.

Every American reader of EDITOR & PUBLISHER can find in the above at least one large joint for his 1923 statistical nourishment and in the remaining hundred pages of the YEAR BOOK, he will find several other appetizing pieces of dessert.

Another valuable, new and exclusive feature is the first compilation of standard books on all phases of the printing and publishing art. That there is great demand for such a list EDITOR & PUBLISHER has ample evidence in the form of queries from its readers during the past year. The list has been carefully selected after long study of the field, but neither the compilers nor the editors lay claim to omniscience and they will welcome any suggestions.

Activities of the press in other lands receive greater attention this year than in past editions of the YEAR BOOK. In the British Section is given a complete list of English, Scotch, Irish and Welsh newspapers, revised to December 31, 1922. An interpretative key accompanies the list, which is similar to that which has appeared in the 1921 and 1922 editions. Added to this is a complete list of British advertising agencies, giving the names and addresses of the firms which represent advertisers in Great Britain. There are also directories, similar to those in the American Section, of British journalism and advertising.

Canadian data follows the British Section, starting with the Newspaper Directory. This is compiled exactly like the American Newspaper Directory Section.

Leading dailies of Japan, with their advertising lineage for the past year, names of chief executives, advertising rates in Japanese currency per agate line, and average number of pages per issue, also form a part of the YEAR BOOK devoted to foreign lands. Circulations of these dailies are not given, for the reason that there are no recognized standards of circulation as there are in the United States and Canada. The lineage of these newspapers was compiled by an independent organization and appears for the first time.

Leading dailies of Mexico and Cuba and of Paris, France, are given for the benefit of newspaper men and advertisers interested in the press of nations with which America has close relations. Advertising rates and executive personnel of the Mexican and Cuban dailies form a valuable part of these tabulations.

Complete Index of Contents of This Issue on Pages 242 and 244

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS

(Compiled and Copyrighted by THE EDITOR & PUBLISHER COMPANY)

ALABAMA

Table for Alabama listing newspaper details: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

ALASKA

Table for Alaska listing newspaper details: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

ARIZONA

Table for Arizona listing newspaper details: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

CALIFORNIA-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across California with their respective details.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

CALIFORNIA - Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across California with their respective details.

Main directory table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Printing.

COLORADO

CONNECTICUT

Explanation. Dagger (†) indicates morning newspapers. (m) indicates Sunday evening edition. (Y) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I.R.) Independent Republican; (I.D.) Independent Democratic. (Z) operates job printing plants. * indicates rotogravure section, letter following indicates day of issue as B for Sunday, M for Monday, etc. for Tuesday. (E) does not use plates. (K) does not use keys. (L) does not use linotype. (N) does not use newsboys. (P) does not use postage stamps. (S) does not use Sunday editions. (T) does not use telegrams. (W) does not use wire transfers. (X) does not use express. (Y) does not use yellow. (Z) does not use zinc. (A) does not use advertising representatives. Where more than one number is given, the first number indicates the circulation for the month ending September 30, 1922; the second number indicates the circulation for the month ending December 31, 1922; the third number indicates the circulation for the month ending January 31, 1923. In cases where there is more than one edition and only one advertising rate is given to each edition, combination rates are shown by brackets. In last column superior figure 1 following same indicates superintendent of job department only; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

CONNECTICUT-Continued

Table listing newspaper details for Connecticut, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical/Job Printing.

DELAWARE

Table listing newspaper details for Delaware, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical/Job Printing.

DISTRICT OF COLUMBIA

Table listing newspaper details for District of Columbia, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical/Job Printing.

FLORIDA

Table listing newspaper details for Florida, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical/Job Printing.

| City, Population, Newspaper | Circulation | Minimum Adv. Rate | Publisher | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|--|-------------|-------------------|----------------------------|---------------------------|-----------------------|--------------------|--------------------|--------------------|---------------------|---------------------|--------------------|-------------------------|
| PORT PIERCE, 2,115. Newspaper (D) (J) (none) (4) .. | 1,002 | .015 | Ness Printing Co. | G. R. Nittingham | G. R. Nittingham | S. Milley | G. B. Nittingham | E. E. Falls, Jr. | E. E. Falls, Jr. | H. E. Schultz | H. E. Schultz | R. E. Falls, Jr. |
| GAINESVILLE, 5,280. Newspaper (D) (J) (none) .. | 1,970 | .02 | McCreary Pub. Co. | Elmer W. McCreary | Elmer W. McCreary | L. L. Palmer | Elmer W. McCreary | A. M. Edwards | J. N. Pierce | L. L. Palmer | E. W. Lamons | J. N. Pierce |
| 19th (m) (D) (J) (55) .. | 1,000 | .015 | Pepper Pig. Co. | W. M. Pepper | T. M. Green | T. M. Green | W. M. Pepper | W. M. Pepper | W. F. Arnold | W. F. Arnold | 0. B. Tucker | 0. B. Tucker |
| JACKSONVILLE, 91,658. Journal (D) (70) (1) (9) .. | 18,080 | .07 | Perry Lloyd-Jones | Richard Lloyd-Jones | Alb Hurwitz | T. B. Wheeler | T. F. McPherson | F. P. Biddow | John Othen | Fred Grim | C. W. Yeager | Henry Chaimell |
| Times-Union (m) (D) (1) (9) .. | 32,177 | .08 | Florida Pub. Co. | Willis M. Ball | B. Mc G. West | B. Mc G. West | W. A. Elliott | W. A. Elliott | J. M. Elliott | C. B. Norton | C. W. Yeager | Henry Chaimell |
| KEY WEST, 18,740. Citizen (D) (J) (180) (4) .. | 2,068 | .02 | Citizen Pub. Co. | M. C. Gilbert | L. P. Artman | M. C. Gilbert | L. P. Artman | T. E. Millmore | T. E. Millmore | T. E. Millmore | T. E. Millmore | C. F. Curry |
| LAKELAND, 7,082. Star-Telegram (m) (1-D) (J) (53) .. | 3,383 | .03 | L. W. Bloom & Harry Brown | L. W. Bloom & Harry Brown | C. M. Freeman | Miss Fay Fletcher | L. W. Bloom | L. W. Bloom | L. L. Roman | O. E. East | L. O. English | J. T. Norvell |
| MIAMI, 29,549. Herald (m) (1-D) (E) (87-70A) .. | 12,799 | .05 | Frank B. Shouts | Frank B. Shouts | O. W. Kennedy | Geo. Bradley | E. Taylor | Chas. S. Bates | Chas. S. Bates | Geo. V. Harper | J. H. Pero | F. A. Sifton |
| Metropolis (1-D) *Sat. (19) .. | 15,591 | .05 | S. Bobo Dean | S. Bobo Dean | Arthur G. Keene | Chas. F. Cochman | S. Bobo Dean | S. Bobo Dean | R. H. Berg | R. H. Berg | Reese Combs | C. A. Haines |
| OCCALA, 4,914. Star (D) (J) (none) (4) .. | 900 | .011 | Star Pub. Co. | J. H. Benjamin | J. H. Benjamin | J. H. Benjamin | P. V. Leavengood | P. V. Leavengood | P. V. Leavengood | P. V. Leavengood | H. D. Leavengood | H. D. Leavengood |
| ORLANDO, 9,257. Reporter-Star (m) (1-D) (none) .. | 2,769 | .025 | Reporter-Star Pub. Co. | J. Clement Brouder | John F. Schumann | A. D. James | R. Brazile Brouder | Clyde Maul | Clyde Maul | C. D. Stowe | L. Dann | R. J. Walsh |
| 19th (m) (D) (J) (53) .. | 3,178 | .025 | Mann & Estingon | Wm. Glenn | Wm. Glenn | Meredith Williams | W. C. Estingon | W. C. Estingon | Frank Hastings | S. C. Seaton | R. E. Harby | R. E. Harby |
| PALATKA, 5,102. News (m) (D) (J) (none) .. | 1,940 | .015 | Vickers & Querry | Goode M. Querry | W. L. Thordyke | W. L. Thordyke | M. M. Vickers | G. L. Mabey | G. L. Mabey | G. L. Mabey | G. L. Mabey | Alley Fox |
| Journal (m) (86) .. | 4,931 | .03 | Journal Publishing Co. | Richard L. Jones | T. F. McPherson | T. F. McPherson | T. F. McPherson | T. F. McPherson | H. P. Neumann | W. M. Herrider | Lillian Hubbard | E. P. Preston |
| News (m) (D) (41-71) .. | 4,322 | .03 | Percy S. Hayes | Don McMillan | A. M. Sanders | Percy S. Hayes | Percy S. Hayes | Percy S. Hayes | H. P. Neumann | W. M. Herrider | Lillian Hubbard | E. P. Preston |
| SANFORD, 6,588. Herald (D) (J) (4) .. | 1,368 | .021 | Herald Pig. Co. | R. J. Holly | R. J. Holly | R. J. Holly | N. J. Lillard | R. J. Holly | R. J. Holly | Lewis Ship | Minnie Baker | H. A. Keel |
| ST. AUGUSTINE, 6,192. Record (D) (J) (134) .. | 1,897 | .02 | The Record Co. | Herbert Felkel | Nina S. Hawkins | Herbert Felkel | Herbert Felkel | Rebecca Bekowsky | Rebecca Bekowsky | Raymond Hill | Howard Van Scherl | Howard Van Scherl |
| ST. PETERSBURG, 14,257. Independent (1-D) (none) .. | 4,081 | .03 | Law B. and L. C. Brown | L. C. Brown | A. R. Dunlap | L. C. Brown | L. C. Brown | F. W. Williamson | F. W. Williamson | W. B. McKay | J. H. Livingston | J. H. Livingston |
| Times (D) (m) (J) (130) .. | 4,409 | .03 | Times Pub. Co. | E. E. Naugle | E. E. Naugle | E. E. Naugle | C. C. Carr | W. E. Newman | W. E. Newman | L. B. Burr | H. A. Grell | H. A. Grell |
| TALLAHASSEE, 5,637. Democrat (D) (J) (4) .. | 1,290 | .018 | Milton A. Smith | Milton A. Smith | Frank Webb | Frank Webb | Milton W. Smith | Milton W. Smith | Milton W. Smith | Milton W. Smith | T. J. Eppes | T. J. Eppes |
| TAMPA, 51,608. Times (D) (22) .. | 12,688 | .04 | D. B. McKay | D. B. McKay | H. C. Silcher | W. C. Collier | Charles G. Mallen | J. S. Brown | J. S. Brown | J. L. Brooks | W. Guy Chatham | J. A. Lyles |
| 19th (m) (D) (J) (8) .. | 31,786 | .06 | Tampa Trib. Pub. Co. | W. F. Stovall | O. M. Johnson | W. F. Stovall | W. F. Stovall | S. Lloyd Frisbie | S. Lloyd Frisbie | W. P. Lawrence | F. A. Ingraham | H. G. Deal |
| WEST PALM BEACH, 8,659. Post (D) (41) .. | 3,358 | .04 | Post Pub. Co. | D. H. Conkling | D. H. Conkling | D. H. Conkling | D. H. Conkling | D. H. Conkling | H. E. Loomis | C. C. Manning | H. E. Loomis | J. W. Ferguson |
| Times (m) (none) .. | 4,409 | .025 | Veron L. Smith | Veron L. Smith | Edward Cowles | F. P. Fildes | R. H. Daley | S. H. Anderson | R. H. Daley | S. H. Anderson | Arthur Black | Joseph Wyckoff |
| ALBANY, 11,655. Herald (D) (J) (21) .. | 5,338 | .03 | Herald Pub. Co. | H. M. McIntosh | H. T. McIntosh | D. L. Gibson | K. M. Dickson | J. A. Davis | J. A. Davis | Frank Stanford | Frank Stanford | W. A. Rachals |
| AMERICUS, 9,010. Times-Recorder (none) .. | 1,200 | .02 | Lovell Eye | Lovell Eye | Lovell Eye | Lovell Eye | Lovell Eye | Lovell Eye | Lovell Eye | Lovell Eye | Lovell Eye | J. A. Nichol |
| ATHENS, 16,748. Banner (m) (D) (148) .. | 1,727 | .035 | E. B. Braswell | E. B. Braswell | C. E. Martin | E. B. Braswell | E. B. Braswell | E. B. Braswell | H. J. Rowe | J. O. Jones | S. Cook | Boy Wilson |
| Herald (see Banner) .. | 2,006 | .035 | Constitution Pub. Co. | Clark Howell | F. W. Clark | L. A. Wilboit | Clark Howell | E. Stove | J. R. Holliday | J. T. Toler | H. H. Halpe | Fred Connel |
| ATLANTA, 200,616. Constitution (m) (D) (E) (127-36-12) .. | 62,804 | .13 | Constitution Pub. Co. | Clark Howell | F. W. Clark | L. A. Wilboit | Clark Howell | E. Stove | J. R. Holliday | J. T. Toler | H. H. Halpe | Fred Connel |
| Georgian & American (m) (1) (E) .. | 41,967 | .12 | T. B. Goodwin | James B. Neff | W. Malone Baskerville | L. F. Woodruff | A. B. Chivers | Charlie Miller | Herbert Porter | L. Scharzenberg | W. H. Bearden | W. H. Bearden |
| Journal (m) (1-D) *S (13-137) .. | 61,850 | .14 | Atlanta Journal Co. | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen | John Sanford Cohen |
| Sunday edition .. | 86,924 | .045 | Augusta Chronicle Pub. Co. | Thos. J. Hamilton | T. D. Murphy | H. H. Mangum | Thos. J. Hamilton | L. E. Durall | H. Henderson | Boy Durall | Boy Durall | R. H. Allen |
| AUGUSTA, 52,548. Chronicle (m) (D) (8) .. | 10,661 | .05 | Bowder Phinlay | Bowder Phinlay | Milnel Owens | Milnel Owens | Thos. N. Hardin | B. B. Beckman | W. T. McKeen | G. H. Balowski | Jas. C. Harrison | Jas. C. Harrison |
| Herald (m) (D) (48-73) .. | 11,077 | .03 | News Pub. Co. | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy |
| News (m) (none) (4) .. | 1,450 | .03 | News Pub. Co. | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy | C. H. Leavy |
| COVINGTON, 31,125. Enquirer-Star (m) (8) .. | 5,564 | .08 | Enquirer-Star Co. | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen | Thos. W. Lortzen |
| Leader (m) (D) (19) .. | 2,305 | .04 | W. E. Page | E. M. Page | H. L. Watkins | R. G. Ramsey | W. E. Page | R. B. Page | F. G. Stoney | A. H. Chapman | C. T. Jones | C. A. Brook |
| CORDALE, 6,638. Dispatch (m) (D) (J) (none) .. | 1,300 | .014 | Dispatch Pub. Co. | Charles E. Brown | Charles E. Brown | Charles E. Brown | Charles E. Brown | Charles E. Brown | Charles E. Brown | Charles E. Brown | Charles E. Brown | Charles E. Brown |
| DUBLIN, 7,707. Courier-Herald (D) (53) .. | 1,750 | .021 | Courier-Herald Pub. Co. | Frank Lawson | Harry Floyd | Frank Lawson | Frank Lawson | Frank Lawson | Frank Lawson | Frank Lawson | Frank Lawson | Gaynor Crafton |
| GAINESVILLE, 6,273. Edge (none) (4) .. | 1,300 | .018 | M. H. Craft | M. H. Craft | M. H. Craft | M. H. Craft | M. H. Craft | M. H. Craft | M. H. Craft | M. H. Craft | M. H. Craft | E. L. Hays |

GEORGIA

Explanation: (m) indicates morning newspaper. (D) indicates Sunday evening edition. (J) indicates Sunday morning edition. (E) indicates Saturday afternoon edition. (S) indicates Sunday afternoon edition. (1) indicates Sunday afternoon edition. (2) indicates Sunday afternoon edition. (3) indicates Sunday afternoon edition. (4) indicates Sunday afternoon edition. (5) indicates Sunday afternoon edition. (6) indicates Sunday afternoon edition. (7) indicates Sunday afternoon edition. (8) indicates Sunday afternoon edition. (9) indicates Sunday afternoon edition. (10) indicates Sunday afternoon edition. (11) indicates Sunday afternoon edition. (12) indicates Sunday afternoon edition. (13) indicates Sunday afternoon edition. (14) indicates Sunday afternoon edition. (15) indicates Sunday afternoon edition. (16) indicates Sunday afternoon edition. (17) indicates Sunday afternoon edition. (18) indicates Sunday afternoon edition. (19) indicates Sunday afternoon edition. (20) indicates Sunday afternoon edition. (21) indicates Sunday afternoon edition. (22) indicates Sunday afternoon edition. (23) indicates Sunday afternoon edition. (24) indicates Sunday afternoon edition. (25) indicates Sunday afternoon edition. (26) indicates Sunday afternoon edition. (27) indicates Sunday afternoon edition. (28) indicates Sunday afternoon edition. (29) indicates Sunday afternoon edition. (30) indicates Sunday afternoon edition. (31) indicates Sunday afternoon edition. (32) indicates Sunday afternoon edition. (33) indicates Sunday afternoon edition. (34) indicates Sunday afternoon edition. (35) indicates Sunday afternoon edition. (36) indicates Sunday afternoon edition. (37) indicates Sunday afternoon edition. (38) indicates Sunday afternoon edition. (39) indicates Sunday afternoon edition. (40) indicates Sunday afternoon edition. (41) indicates Sunday afternoon edition. (42) indicates Sunday afternoon edition. (43) indicates Sunday afternoon edition. (44) indicates Sunday afternoon edition. (45) indicates Sunday afternoon edition. (46) indicates Sunday afternoon edition. (47) indicates Sunday afternoon edition. (48) indicates Sunday afternoon edition. (49) indicates Sunday afternoon edition. (50) indicates Sunday afternoon edition. (51) indicates Sunday afternoon edition. (52) indicates Sunday afternoon edition. (53) indicates Sunday afternoon edition. (54) indicates Sunday afternoon edition. (55) indicates Sunday afternoon edition. (56) indicates Sunday afternoon edition. (57) indicates Sunday afternoon edition. (58) indicates Sunday afternoon edition. (59) indicates Sunday afternoon edition. (60) indicates Sunday afternoon edition. (61) indicates Sunday afternoon edition. (62) indicates Sunday afternoon edition. (63) indicates Sunday afternoon edition. (64) indicates Sunday afternoon edition. (65) indicates Sunday afternoon edition. (66) indicates Sunday afternoon edition. (67) indicates Sunday afternoon edition. (68) indicates Sunday afternoon edition. (69) indicates Sunday afternoon edition. (70) indicates Sunday afternoon edition. (71) indicates Sunday afternoon edition. (72) indicates Sunday afternoon edition. (73) indicates Sunday afternoon edition. (74) indicates Sunday afternoon edition. (75) indicates Sunday afternoon edition. (76) indicates Sunday afternoon edition. (77) indicates Sunday afternoon edition. (78) indicates Sunday afternoon edition. (79) indicates Sunday afternoon edition. (80) indicates Sunday afternoon edition. (81) indicates Sunday afternoon edition. (82) indicates Sunday afternoon edition. (83) indicates Sunday afternoon edition. (84) indicates Sunday afternoon edition. (85) indicates Sunday afternoon edition. (86) indicates Sunday afternoon edition. (87) indicates Sunday afternoon edition. (88) indicates Sunday afternoon edition. (89) indicates Sunday afternoon edition. (90) indicates Sunday afternoon edition. (91) indicates Sunday afternoon edition. (92) indicates Sunday afternoon edition. (93) indicates Sunday afternoon edition. (94) indicates Sunday afternoon edition. (95) indicates Sunday afternoon edition. (96) indicates Sunday afternoon edition. (97) indicates Sunday afternoon edition. (98) indicates Sunday afternoon edition. (99) indicates Sunday afternoon edition. (100) indicates Sunday afternoon edition.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

GEORGIA-Continued

Table listing newspaper data for Georgia, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

HAWAII

Table listing newspaper data for Hawaii, including Honolulu, Advertiser, Star-Bulletin, and Journal-Herald.

IDAHO

Table listing newspaper data for Idaho, including Boise, Capital News, Statesman, Caldwell, Coeur d'Alene, Idaho Falls, Lewiston, Moscow, Nampa, Pocatello, and Twin Falls.

ILLINOIS

Table listing newspaper data for Illinois, including Alton, Aurora, Beardstown, Belleville, Belvidere, Bloomington, and Chicago.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

ILLINOIS-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers in Illinois with their respective details.

| City, Population, Newspaper | Circulation | | Minimum Ady. Rate | Publisher | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|---|--------------------|-------|------------------------------|-------------------------------------|-------------------------|-------------------------|-------------------------|---------------------|-------------------------|----------------------|---------------------|--------------------|---|
| | National | Local | | | | | | | | | | | |
| SHELBYVILLE, 2,588 Union (I) (J) (none) (d) | 1,248 | .011 | Union Publishing Co. | W. H. Taylor | W. H. Taylor | W. H. Taylor | W. H. Taylor | W. H. Taylor | W. H. Taylor | W. H. Taylor | W. H. Taylor | | |
| SPRINGFIELD, 59,183 Illinois State Journal (m) (B) (J) (48) | 27,610 27,732 | .06 | Illinois State Journal Co. | Lewis H. Miner | S. Leigh Cull | J. W. Sweeney | J. W. Sweeney | Will H. McConnell | Mark Platsted | J. Paul Klemke | C. L. Loud | | John S. Gault |
| STERLING, 11,109 Sterling (I-R) (136-2) Gazette (I-R) (none) | 5,449 | .03 | Sterling Gazette Co. | D. W. Grandon | George G. Grandon | Orville B. Storm | D. W. Grandon | A. M. Clapp | A. M. Clapp | B. B. Pettit | | | { A. R. Wilcox A. T. McCarty } |
| STREATOR, 14,779 Free Press (R) (none) Independent-Times (D) (J) (38) | 3,505 x 3,209 x | .02 | Free Press Co. Fred LeRoy | John B. Form | Virginia E. LeRoy | S. J. Foster | John L. Perry | D. B. Bain | B. C. Cook | | | | |
| TAYLORVILLE, 5,886 Democrat (I-R) (none) Courier (R) (J) (4-71) | 3,717 | .014 | Breeze Pig Co. | Frank Reed | Wayne Bes | Martin H. Crawford | Wayne Bes | A. T. Burrows | Kenneth Buchanan | Chas. McQuay | | | T. Harry Tuttle |
| URBANA, 10,244 Daily (I-R) (none) Telegraph (I-R) (4-71) | 3,119 | .021 | Urbana Courier Co. | A. T. Burrows | Wayne Bes | Martin H. Crawford | Wayne Bes | A. T. Burrows | Kenneth Buchanan | Chas. McQuay | | | W. H. Wright |
| WAIKIDGAN, 10,226 News (R) (J) (98-117) Sun (R) (J) (39) | 3,064 | .035 | Keystone Pig. Service | Frank H. Just | L. H. Hise | Frank H. Just | L. H. Hise | J. F. Bidinger | F. G. Miltner | Ray Metzger | F. A. Millner | | { Frank Porling C. H. Jurek Wm. Green Harry Halitt } |
| WEST FRANKFORT, 8,471 American (none) | 3,905 | .025 | Lake Co. Pub. & Pig. Co. | W. J. Smith | W. T. Stupey | W. J. Smith | W. T. Stupey | F. G. Smith | F. G. Smith | J. L. Price | T. F. Schriber | | |
| | 2,000 | .018 | B. W. Elkins & W. A. Kelly | B. W. Elkins | | | | | | | | | |
| INDIANA | | | | | | | | | | | | | |
| Kenneth J. Sullivan Will F. Baum | .011 | .014 | ... | Kenneth J. Sullivan Will F. Baum | ... | ... | ... | ... | ... | ... | ... | ... | ... |
| E. C. Toner | .03 | .025 | ... | E. C. Toner | Harry Baldwin | E. C. Toner | E. C. Toner | C. H. Nef | M. L. Walker | Chas. Simmons | M. L. Walker | | { F. G. Hagar C. H. Nef } |
| J. Frank McDermott, Jr. | .018 | .018 | ... | J. Frank McDermott, Jr. | J. F. F. McDermott, Jr. | J. F. F. McDermott, Jr. | J. F. F. McDermott, Jr. | E. L. Ray | J. Frank McDermott, Jr. | J. F. McDermott, Jr. | J. E. L. Ray | | Zell Tracy |
| Auburn Pig. Co. | .014 | .014 | ... | V. E. Buchanan | V. E. Buchanan | V. E. Buchanan | V. E. Buchanan | V. E. Buchanan | V. E. Buchanan | V. E. Buchanan | V. E. Buchanan | | Geo. Heches |
| C. P. Butler | .018 | .018 | ... | C. P. Butler | C. P. Butler | C. P. Butler | C. P. Butler | C. P. Butler | C. P. Butler | C. P. Butler | C. P. Butler | | C. F. Butler |
| F. F. McNaughton | .018 | .018 | ... | F. F. McNaughton | F. F. McNaughton | F. F. McNaughton | F. F. McNaughton | F. F. McNaughton | F. F. McNaughton | F. F. McNaughton | F. F. McNaughton | | |
| Oscar H. Cravens | .018 | .018 | ... | Oscar H. Cravens | D. C. Miller | Forrest M. Hall | Oscar H. Cravens | Oscar H. Cravens | Oscar H. Cravens | Oscar H. Cravens | F. L. Bond | | Harry Pritchard |
| Banner Pub. Co. | .015 | .015 | ... | Geo. L. Saunders | Geo. L. Saunders | Geo. L. Saunders | Geo. L. Saunders | Geo. L. Saunders | Hazen M. Gossett | O. L. Hart | Hazen M. Gossett | | { Geo. Pomeroy Oliver Broun } |
| Herald Pub. Co. | .025 | .025 | ... | Ralph H. Plumb | Geo. H. James | James A. Raper | James A. Raper | James A. Raper | Herbert A. Peels | John H. Hume | John Hume | | { James A. Amdale John E. Frost } |
| J. W. Pierce | .02 | .02 | ... | J. W. Pierce | J. W. Pierce | J. W. Pierce | J. W. Pierce | J. W. Pierce | D. L. Sitt | Sydney Burton | Hein M. Smith | | O. W. Spencer |
| W. W. Williamson | .021 | .021 | ... | W. W. Williamson | W. W. Williamson | W. W. Williamson | W. W. Williamson | W. W. Williamson | John W. Adams | John W. Adams | John W. Adams | | W. W. Williamson |
| M. A. Locke | .011 | .011 | ... | M. A. Locke | Arthur N. Streckup | Arthur N. Streckup | Arthur N. Streckup | D. B. Mellett | Carl Curtis | Dallas Robertson | Lillian Faby | | { R. B. Brown E. E. Helfrich } |
| D. E. Truesler | .025 | .025 | ... | D. E. Truesler | D. E. Truesler | D. E. Truesler | D. E. Truesler | D. E. Truesler | Inez Williams | Jesse Foster | Yesta Griffith | | Gaylord Chittwood |
| Crawfordsville Jour. Co. | .014 | .014 | ... | G. A. Ryan | G. A. Ryan | G. A. Ryan | G. A. Ryan | C. V. Smith | W. R. McCormick | F. L. Huddleston | J. E. Pugh | | H. A. McIntire |
| Decatur Democrat Co. | .025 | .025 | ... | John H. Heller | John H. Heller | John H. Heller | John H. Heller | John H. Heller | A. R. Holbouse | R. C. Ehinger | E. W. Kamp | | Herman Hollman |
| Roy B. Webster | .014 | .014 | ... | Roy B. Webster | Roy B. Webster | Roy B. Webster | Roy B. Webster | Roy B. Webster | Roy B. Webster | Roy B. Webster | Roy B. Webster | | Roy B. Webster |
| E. C. Allison | .02 | .02 | ... | E. C. Allison | H. A. Miner | E. C. Allison | E. C. Allison | E. C. Allison | E. C. Allison | E. C. Allison | E. C. Allison | | Jeff Allibon |
| Truth Pub. Co. | .04 | .04 | ... | Tom H. Keene | Tom H. Keene | Tom H. Keene | Tom H. Keene | Tom H. Keene | Harry Sibbet | D. D. Danforth | W. M. Fuller | | Tom Weaver |
| Robert H. Carpenter | .013 | .013 | ... | Robert H. Carpenter | H. D. Bevers | Robert H. Carpenter | Robert H. Carpenter | Robert H. Carpenter | Robert H. Carpenter | Robert H. Carpenter | Robert H. Carpenter | | W. J. Rogers |
| Evansville Courier, Inc. | .06 | .06 | ... | W. H. Robertson | W. H. Robertson | W. H. Robertson | W. H. Robertson | W. H. Robertson | Albert G. Hollander | Victor Adler | Albert G. Hollander | | W. J. Rogers |
| Evansville Journal Pub. Co. | .04 | .04 | ... | Earl Mashitz | Earl Mashitz | Earl Mashitz | Earl Mashitz | Earl Mashitz | Curtis Mashitz | H. B. Stone | Ames Austin | | Geo. McGinness |
| Evansville Press Co. | .045 | .045 | ... | Leslie Elbel | Art De Greve | John Ellert | John Ellert | John Ellert | W. C. Bussing | Hyman Skelton | C. W. Beinger | | J. H. Limer |
| News Pub. Co. | .08 | .08 | ... | L. G. Ellingham | Wm. Kellogg | L. G. Ellingham | L. G. Ellingham | L. G. Ellingham | L. G. Ellingham | L. G. Ellingham | L. G. Ellingham | | A. Hostmeyer |
| Crescent News Pub. Co. | .02 | .02 | ... | John F. Schumann | John F. Schumann | John F. Schumann | John F. Schumann | John F. Schumann | John F. Schumann | John F. Schumann | John F. Schumann | | W. H. G. Ross |
| G. V. Fowler's Sons | .03 | .03 | ... | W. S. Fowler | W. S. Fowler | E. D. Cissel | W. S. Fowler | W. S. Fowler | Max Fowler | Max Fowler | Max Fowler | | { W. H. G. Ross R. W. McCarty } |

Explanation: (m) indicates morning newspaper; (E) indicates evening newspaper; (I) indicates independent newspaper; (I.R.) indicates independent Republican; (I.D.) indicates independent Democrat; (J) indicates job printing; (N) indicates newspaper; (R) indicates daily newspaper; (S) indicates Sunday newspaper; (T) indicates Thursday newspaper; (F) indicates Friday newspaper; (Sa) indicates Saturday newspaper; (Su) indicates Sunday newspaper; (Mo) for monthly; figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. (b) indicates circulation figures are A. R. C. net paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure indicates superintendent of job department only; superior figure 3, superintendent of mechanical department of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across Iowa like Ames, Ankeny, Boone, Burlington, Cedar Falls, etc.

IOWA

Explanation: Dagger (†) indicates morning newspaper. (m) indicates Sunday morning edition. (D) indicates Sunday evening edition. (E) indicates Saturday morning edition. (S) indicates Sunday afternoon edition. (T) indicates Tuesday. (W) indicates Wednesday. (Th) indicates Thursday. (F) indicates Friday. (Sa) for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; W indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one edition and only one advertising rate is given to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of job department only; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure indicates no superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

KANSAS—Continued

Table listing newspaper data for Kansas, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

KENTUCKY

Table listing newspaper data for Kentucky, including City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, and Mechanical Job Printing.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

MASSACHUSETTS-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers in Massachusetts with their respective details.

Looking Back Through The Book of the Year

WE FIND many pleasant pages relating to the progress of this newspaper. There were substantial gains in both local and national advertising, such gains relating largely to the highest grades of merchandise. The American's gain in financial advertising was 37% for the year, in automobiles 50%. Here, again, the highest grades of advertising were represented.

All this, however, was to have been expected. The American has decidedly the largest three-cent circulation in New England, going into the best of family and business circles. Local shops have learned that it pays best to advertise their best merchandise in this best Boston newspaper.

National advertisers will be wise to do likewise.



80 SUMMER ST., BOSTON 8, MASS.

MR. C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY
MR. J. E. FITZPATRICK, 504 HEARST BUILDING, CHICAGO
MR. ARTHUR BOOTH, 53 SUTTER STREET, SAN FRANCISCO

RETAIL BUSINESS SHOWS HEALTHY CONDITION

LUMBER SHIPMENT RECORDS BROKEN SPOKANE CATTLE RECEIPTS FIRST

INCOMES IN STATE PAY \$24,414,571 POTATO DISPLAY BEST ON RECORD

INVESTORS SNAP UP LOCAL BONDS BUMPER CROPS FOR MONTANA



SPOKANE COUNTRY WHEAT
—Ready for shipment
Yields annually 1-11th Nation's total crop

REACT TAKES DAVENPORT

PIONEER WOMAN



SPOKANE COUNTRY DAIRY CATTLE
Spokane important live stock and dairying center.



ONE OF 800 SAWMILLS IN THE SPOKANE COUNTRY
1922 shipments over \$45,000,000 — Beating 1921 by 50%



GOOD BUSINESS FOR SPOKANE COUNTRY

1921 BEAT 1920 - 1922 BEAT 1921

Spokane and Its Territory —50 Years of Remarkable Progress!

JUST 50 years ago an Indian trading post was established at Spokane Falls, as it was then called. Four years later the Nez Perce Indian uprising caused the few white settlers to flee for their lives. By 1880, however, the population was 500, but Indian tepees were still on all sides. For the few settlers in the vast outlying country pack horses and prairie schooners furnished the only means of transportation to the trading post.

In 1889, with a population of approximately 11,500, the town was almost completely destroyed by fire. However, it grew rapidly during the following years, both in population and importance as a trading center.

In place of the pine shacks and tepees, modern buildings were constructed until now we find a prosperous city of substantial, imposing structures as indicated by the view below of the busy, hustling Spokane of today.

A vast net-work of railways and improved highways have obliterated the trails over which the early day commerce was transported. 360 hustling cities and towns have sprung up within a 200-mile radius of Spokane.

Spokane is now the hub of more railroad mileage than any point West of Omaha, and the logical distributing center of one of America's richest and most prosperous markets. 6 transcontinental railways converge at, and 12 branch and local railways radiate from Spokane and intimately connect it with its rich surrounding territory. How closely this connection is appears from the fact that there are 118 passenger trains and 56 freight trains arriving or departing from Spokane railway stations every day.

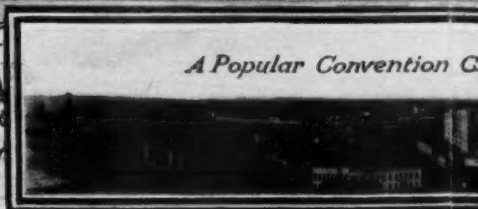
As a distributing center, Spokane's growth was retarded prior to the readjustment of freight rates in 1918. Its wholesale business has jumped from \$50,000,000 to more than \$180,000,000 annually within the last four years, and with the recent decision of the Interstate Commerce Commission, which put an end to discrimination in favor of Coast cities, Spokane's importance as a distributing center is permanently established.

The 1922 yield of new wealth in the field so thoroughly covered by THE SPOKESMAN-REVIEW amounts to over \$400,000,000, or more than \$2,000 for each and every home.

HIGH STANDARD OF LIVING—RESPONSIVE: The Spokane Country consumers demand and will pay for good quality. They are receptive to new products, new ideas. No section of the United States is more responsive to advertising based on sound merchandising.



FIRST VIEW OF SPOKANE 1880
POPULATION 500—NO RAILROADS



VIEW BUSINESS SECTION — T

Wire or write for
1923 EDITION
MERCANTILE CONDITIONS SPOKANE CO
20 PAGES of MARKET INFORMATION (Pocket Size)

THE SPOKESMAN-REVIEW COVERS THE RICH, PROSPEROUS

A Popular Convention G

BUILDING RECORD BEST SINCE 1913 EAST GOBBLES UP WESTERN APPLES SPOKANE WINS FIRST PRIZE SPEND \$1,000,000 TO BOOST WEST POULTRY SHOW TO SET RECORD SPOKANE NASH LEADS IN SALES APPLES AND LIVE STOCK LURE KERMIT ROOSEVELT

22 BEAT BOTH—THIS MEANS
**GO-GETTERS IN THE
 DURING 1923!**



Here's
**Your Key to the Buying Power of
 The Prosperous Spokane Country**
 —Heart of the Pacific Northwest!

THE 1922 revenue from the Spokane Country farms and orchards alone (heart and richest agricultural section of the four states indicated above) approximated \$275,000,000. The Spokane Country now yields 1/11th the Nation's wheat; 1/7th of its boxed apples, and contributes heavily to the Nation's production of other cereals and fruits, together with large yields of potatoes, poultry, dairy products, cattle, swine and sheep.

The 800 sawmills of the Spokane Country shipped during 1922 more than \$45,000,000 worth of lumber—beating 1921 by over 50%.

The 200 mines of the Spokane Country, during 1922 showed 35% gain in production over 1921, while metal prices generally were better. Significant, because this territory yields 40% of the Nation's lead, 30% of its silver and copper; 12% of its gold, and 9% of its zinc.

Just 10 years after the first trading post, THE SPOKESMAN-REVIEW was established, and for 40 years it has taken an active part in the development of Spokane and its territory.

FIRST of all a NEWSpaper, growing up with its field, enjoying the confidence of its readers to an unusual degree; these considerations, combined with its sweeping circulation of the quality kind, make THE SPOKESMAN-REVIEW (Daily, Sunday and Twice-a-Week) THE KEY TO THE BUYING POWER of this prosperous Spokane Country market—Heart of the Pacific Northwest.

As evidence that national advertisers and agencies are recognizing the exceptional opportunities offered in this field, they placed 15.9% more business with THE SPOKESMAN-REVIEW during the first six months of 1922 than for the same period of 1921, while the increase for the five months period—July to November inclusive—beat 1921 by 36%.

This year, the Golden Anniversary of Spokane as a trading center, offers exceptional opportunities to introduce new products and intensify sales efforts in this market. Good business is assured Go-Getters, and your distribution and advertising may be made to closely coincide throughout this field through THE SPOKESMAN-REVIEW, Daily, Sunday and Twice-a-Week.

Wire, write Merchandising Dept., or see Representatives for Special Market Information

THE SPOKESMAN-REVIEW
 COVERS SPOKANE AND PROSPEROUS SPOKANE COUNTRY LIKE THE SUNSHINE

REPRESENTATIVES—

Wm J Morton Company, New York and Chicago R. J. Bidwell Company, San Francisco and Los Angeles

COWLES PUBLISHING COMPANY, SPOKANE
 Publishers THE SPOKESMAN-REVIEW, Daily, Sunday and Twice-a-Week
 THE WASHINGTON FARMER, OREGON FARMER, IDAHO FARMER



**SPOKANE COUNTRY YIELDS
 1-7th NATION'S APPLES**
 Spokane Valley apples awarded first prize 1922 Pacific Northwest Apple Show.



SPOKANE COUNTRY SHEEP
 Washington, Oregon, Idaho and Montana's wool clip amounts to 1.5th the Nation's total production.



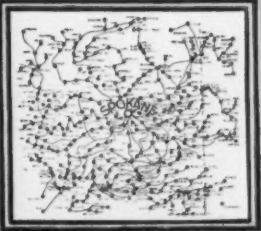
**ONE OF 200 PRODUCING MINES
 IN THE SPOKANE COUNTRY**
 This field yields 40% of the Nation's lead, 30% of its silver and copper. 1922 production beat 1921 35%.

write for copy
 1923 EDITION
 20 PAGES
 of
 MARKET
 INFORMATION
 (Pocket Size)

RICH, PROSPEROUS SPOKANE COUNTRY LIKE THE SUNSHINE



—THE BUSY, HUSTLING SPOKANE OF TODAY



6 TRANSCONTINENTAL AND 12 BRANCH RAILROADS
 SERVE SPOKANE—360 TOWNS—200 MILES RADIUS

By These Facts You Can Pick Your Indianapolis Newspaper

**When you buy space
you buy circulation** The circulation of
The Indianapolis
News is the largest
daily circulation in Indiana, and among the
largest three-cent evening circulations in Amer-
ica. The per cent. coverage is very high,
reaching as it does practically every worth while
family in Indianapolis. More than 95% of
The News' circulation is home delivered. It is
universally acknowledged that The News com-
mands a reader interest second to no other paper.

**You want to know
proved power of results** Year after year
The Indianapolis
News has carried
practically the same volume of advertising—
local, foreign, and classified—as both other
Indianapolis papers combined (6 against 13 is-
sues a week), after rejecting thousands of lines
of available copy. This could not be unless The
News delivered *results*. Your proof of results
is in the successful experience of the many ad-
vertisers who have used The News exclusively
or as the preferred medium for so many years.
The dominance of The News in volume of
advertising carried proves the value of its col-
umns in *results*.

**You buy, too, the
prestige of the medium** For fifty - three
years The News
has been a great
newspaper. Always it has been ranked editor-
ially with the greatest American newspapers.
It commands a reader loyalty and a reader con-
fidence born of its half century of keeping faith
with its readers. The editorial and advertising
columns of The News are clean. The News
rejects annually from 500,000 to a million lines
of advertising which are available, and which
usually run in other Indianapolis papers.

**You want to know
local advertisers' opinions** Local advertisers
know all about a
newspaper. Their
endorsement when not predicated upon low
rate, is a clear guide to the value of a medium.
There is but fifteen per cent difference between
the local and national rates of The News, yet
Indianapolis department stores use more space
in The News (6 issues a week) than in both
other Indianapolis papers (13 issues a week).
In practically every other classification the
News leads both other papers *combined*. It
leads in Classified.

The merchandising department of The News has accurate data on every successful selling and advertising campaign in the Indianapolis Radius in the last five years. This information is available to interested advertisers and agencies. The specific data The News has collected on this great Indianapolis Radius Market will help you plan your campaign for the greatest results at the lowest cost. Make use of the service of the merchandising department.

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

Write for your copy of the 1923 Indianapolis Radius Book.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

MICHIGAN-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers across Michigan and Minnesota.

MINNESOTA

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers across Minnesota.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

MISSOURI

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various Missouri newspapers like AUSTRALIA, BOONVILLE, BROOKFIELD, EUTLER, CAMERON, CAPE GIRARDEAU, CARROLLTON, CARTHAGE, CHARLESTON, CHILLICOTHE, CLINTON, COLUMBIA, EXCELSIOR SPRINGS, FULTON, HANNA, INDEPENDENCE, JEFFERSON CITY, JOPLIN, KANSAS CITY, KIRKSVILLE, LAMAR, LEXINGTON, LOUISIANA, MACON, MARSHALL, MARYVILLE, MEXICO, MOBILE, MONETT, NEOSHO, NEVADA, and NEWSPAPER.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

NEBRASKA

Table listing newspaper data for Nebraska, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel (Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

NEVADA

Table listing newspaper data for Nevada, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel (Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

NEW HAMPSHIRE

Table listing newspaper data for New Hampshire, including City, Population, Newspaper, Circulation, Rates, and Executive Personnel (Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

NEW JERSEY

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers like Asbury Park, Atlantic City, Bayonne, etc.

NEW MEXICO

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers like Albuquerque, Bismarck, Santa Fe, etc.

Explanation: (Y) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (S) Socialist; (I.R.) Independent Republican; (I.D.) Independent Democratic. (P) operates job printing plant. * indicates rotogravure section. Letter following indicates day of issue as follows: M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday, S for Sunday. (B) C. not paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of circulation figures for six months ending September 30, 1922; Y indicates there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure 1 following name indicates superintendent of job printing; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

NEW YORK

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rates, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers and their personnel and rates.

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers and their associated personnel and rates.

Explanation: Dagger (†) indicates morning newspapers, (m) indicates Sunday morning edition, (T) politically independent, (D) Democratic, (Soc.) Socialist, (I.R.) Independent Republican, (I-D) Independent-Democratic, (J) operate job printing plants, * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday, Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mail, (e) do not use plates, (f) for circulation are A, B, C, net paid, six month statement ending September 30, 1922; X indicates three month statement ending September 30, 1922; Y indicates three month statement ending September 30, 1922; Z indicates three month statement ending September 30, 1922. In last column superior figure is direct advertiser rate as shown above by brackets. In last column superior figure a following name indicates superintendent of job department only; superior figure 2, superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

NEW YORK-Continued

Table listing newspaper details for New York, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and names of key personnel.

NORTH CAROLINA

Table listing newspaper details for North Carolina, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and names of key personnel.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

OHIO

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate (National, Local), Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers across Ohio including Akron, Alliance, Ashland, Ashtabula, Athens, Bellaire, Bellefontaine, Bellevue, Belmont, Bowling Green, Bucyrus, Cambridge, Canton, Celina, Chillicothe, Cincinnati, Circleville, Cleveland, Dayton, Defiance, Delaware, Delphos, Dennison, Dover, East Liverpool, and Xenia.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

OHIO-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers from Piqua to Zanesville, Ohio.

OKLAHOMA

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists newspapers from Ada to Zanesville, Oklahoma.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OREGON

Table for Oregon listing newspaper titles, circulation, rates, and executive personnel (City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, City, Population, Newspaper, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

PENNSYLVANIA

Table for Pennsylvania listing newspaper titles, circulation, rates, and executive personnel (City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, City, Population, Newspaper, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing).

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Lists various newspapers across the US with their respective details.

Vertical text on the right edge of the page, including 'Mechanical Job Printing', 'Classified Manager', 'Circulation Manager', 'Advertising Manager', 'Business', 'Classified Manager', 'Mechanical Job Printing'.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

PENNSYLVANIA—Continued

Table listing newspaper data for Pennsylvania, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

PHILIPPINE ISLANDS

Table listing newspaper data for Philippine Islands, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

PORTO RICO

Table listing newspaper data for Porto Rico, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

RHODE ISLAND

Table listing newspaper data for Rhode Island, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

SOUTH CAROLINA

Table listing newspaper data for South Carolina, including City, Population, Newspaper, Circulation, Minimum Advt. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

SOUTH DAKOTA

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

TENNESSEE

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

TEXAS

Table with columns: City, Population, Newspaper, Circulation, Minimum Adv. Rate National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday evening edition. (D) indicates Sunday edition. (E) indicates Saturday edition. (F) indicates job printing plant. * indicates Saturday section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sa for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; Y indicates three months' A. B. C. statement ending September 30, 1922. In cases where there is more than one rate for each edition and only one rate is quoted and no bracket appears it applies to each edition; combination rates are shown by brackets. In all cases where a combination rate is quoted and no bracket appears it applies to each issue separately. Department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per square line; where only one rate is quoted and no bracket appears it applies to each issue separately.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

TEXAS-Continued

Table with columns: City, Population, Newspaper, Circulation, Minimum National Rate, Local Rate, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing. Rows include cities like Austin, Dallas, El Paso, Fort Worth, Houston, etc.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

| City, Population, Newspaper | Circulation | Minimum Adv. Rate | | Publisher | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|---|-------------|-------------------|-------|--|---------------------|---------------------|---------------------|---------------------|--------------------|---------------------|----------------------|----------------------|-------------------------|
| | | National | Local | | | | | | | | | | |
| TYLER, 12,085. Comer-Times (none) | 2,217 | .021 | .. | Courier-Times Pub. Co. | H. A. McDougal | | | | | | | | |
| VICTORIA, 5,957. Advocate (m) (4) | 840 | .018 | .. | George H. French, editor and publisher | | | | | | | | | |
| WACO, 38,500. News-Tribune (m) (I-D) (76) | 14,246 | .05 | .. | E. S. Pentress | F. A. Baldein | E. F. Pentress | S. D. Jones | S. D. Jones | S. D. Jones | S. D. Jones | W. D. Wolfe | A. M. Fermenter | |
| Times-Herald (m) (D) | 13,722 | .035 | .035 | Waco Pub. Co. | Geo. Robinson | J. J. Hutchinson | J. E. Fre | C. J. Glover, Jr. | W. A. Little | Dave Goddard | Clyde McMath | Clyde McMath | Chester Fields |
| WAXAHACHIE, 7,958. Light (4) | 2,115 | .02 | .. | Enterprise Publishing Co. | W. A. Orvly | | | | | | | | |
| WEATHERFORD, 6,283. Herald (D) (J) (none) | 1,375 | .014 | .014 | Herald Pub. Co. | H. E. Letson | A. C. MacNelly | H. E. Letson | A. C. MacNelly | A. C. MacNelly | A. C. MacNelly | A. C. MacNelly | A. C. MacNelly | Thos. Yarbrough |
| WICHITA FALLS, 40,078. Herald News (m) (D) (16) | 7,981 | .05 | .036 | H. N. Fitzgerald | P. M. Barrett | H. E. Yehington | N. B. Buckley | N. B. Buckley | N. B. Buckley | N. B. Buckley | J. W. Ivy | T. E. Hill | W. F. Thompson |
| Times (m) (D) (70) | 9,332 | .04 | .035 | E. D. Donnell | B. D. Donnell | Jno. Gould | B. D. Donnell | B. D. Donnell | Rhea Howard | V. N. Armstrong | Herbert Peters | Herbert Peters | Jno. Dobbs |
| YOAKUM, 6,184. Herald (J) (none) (d) | 1,467 | .018 | .. | Bankers Prtg. Co. | W. F. Adams, Jr. | C. C. Welhausen | C. C. Welhausen | C. C. Welhausen | C. C. Welhausen | C. C. Welhausen | C. C. Welhausen | C. A. Sellers | C. A. Sellers |
| Times (m) (4) (d) | .. | .012 | .. | H. A. Lindenberg, editor and publisher | | | | | | | | | |
| LOGAN, 9,439. Journal (D) (J) (none) | 1,657 | .018 | .018 | Earl & England Pub. Co. | Augustus Gordon | Fred J. Marshall | Charles England | Charles England | Charles England | Charles England | Charles England | J. H. England | J. H. England |
| OHENE, 32,804. Standard-Examiner (m) (I) (9-12) | 10,104 x | .06 | .06 | J. U. Eldridge, Jr., & A. L. Glassman | W. H. Adams | W. J. Greenwell | O. Q. Millar | J. U. Eldridge, Jr. | W. E. Zuppam | M. M. Brandon | James Kelly | James Kelly | C. H. Smith |
| PROVO, 10,303. Herald (m) (I) (4) | 2,147 | .025 | .02 | E. C. Rodgers | N. G. Rasmussen | | | | | | A. T. Haeding | W. I. Clark | W. I. Clark |
| SALT LAKE CITY, 118,110. Deseret News (I) (J) (36) | 29,652 x | .07 | .07 | Deseret News Pub. Co. | Harold Goff | Horace H. Walker | Elias S. Woodruff | Nathan O. Fuller | Leo L. Levin | Roy F. Homer | Leo L. Levin | Leo L. Levin | H. S. Harrow |
| Telegram (m) (I) (132-12) | 19,597 x | .08 | .08 | Arthur L. Fish | G. B. Heal | E. J. David | Thomas J. Mullin | Thomas J. Mullin | W. V. Wiegand | W. O. Sessions | H. F. Fiebs | H. F. Fiebs | H. F. Fiebs |
| Tribe (m) (I-B) (8-95) | 36,143 x | .08 | .12 | Salt Lake Tribune Pub. Co. | E. H. Holden | Forest Lowry | A. N. McKay | H. F. Robinson | C. N. Butler | C. N. Butler | C. N. Butler | C. N. Butler | C. N. Butler |
| BARRE, 10,008. Times (I) (90) (d) | 6,532 | .02 | .. | Frank E. Langley | Dean H. Perry | Frank E. Langley | Frank E. Langley | Frank E. Langley | Frank E. Langley | Frank E. Langley | Alice M. Harwood | Alice M. Harwood | Alice M. Harwood |
| BENNINGTON, 9,982. Banner (I-B) (90) | 3,021 | .01 | .01 | Frank E. Howe | Frank E. Howe | Frank E. Howe | C. J. Kinsley | C. J. Kinsley | C. J. Kinsley | C. J. Kinsley | Alice M. Harwood | Alice M. Harwood | Alice M. Harwood |
| BRAATTLEBORO, 7,234. Banner (I) (90) | 3,021 | .01 | .01 | Frank E. Howe | Frank E. Howe | Frank E. Howe | C. J. Kinsley | C. J. Kinsley | C. J. Kinsley | C. J. Kinsley | Alice M. Harwood | Alice M. Harwood | Alice M. Harwood |
| BURLINGTON, 22,778. Free Press Association | 11,459 | .05 | .04 | J. L. Southwick | W. B. Gales | David W. Howe | W. B. Gales | W. B. Gales | W. B. Gales | W. B. Gales | W. B. Gales | W. B. Gales | W. B. Gales |
| Free Press (I-B) (J) (78-90) | 7,183 | .04 | .03 | Mal. H. Nelson Jackson | Louis F. Dow | Wm. A. Miller | L. H. Kittell | L. H. Kittell | L. H. Kittell | L. H. Kittell | L. H. Kittell | L. H. Kittell | L. H. Kittell |
| MONTPELIER, 7,125. Argus (I) (d) | 3,000 | .012 | .. | Argus & Patriot Co. | Morris F. Atkins | James M. Healy | George Atkins | George Atkins | George Atkins | George Atkins | Geo. Atkins | Geo. Atkins | Geo. Atkins |
| PUTLAND, 14,954. Herald (I-B) (21) | 9,070 | .04 | .03 | Herald & Globe Association | Howard L. Hindley | Herbert E. Barney | D. G. Babbitt | D. G. Babbitt | H. A. Smith | F. C. Stearns | F. C. Stearns | F. C. Stearns | F. C. Stearns |
| News (I) (90) | 4,400 | .013 | .. | D. G. Babbitt | D. G. Babbitt | D. G. Babbitt | D. G. Babbitt | D. G. Babbitt | H. A. Smith | F. C. Stearns | F. C. Stearns | F. C. Stearns | F. C. Stearns |
| ST. ALBANS, 7,882. St. Albans Messenger Co. | 3,200 | .013 | .. | John T. Cushing | S. M. Kelley, Jr. | John T. Cushing | S. M. Kelley, Jr. | S. M. Kelley, Jr. | Henry E. L'Ecuyer | Henry E. L'Ecuyer | Miss Ethel M. Rooney | Miss Ethel M. Rooney | Miss Ethel M. Rooney |
| ST. JOHNSBURY, 11,163. Calceolar-Record (I-B) (90) | 3,366 | .015 | .015 | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith | Herbert A. Smith |
| ALEXANDRIA, 18,060. Gazette (D) (J) (21) | 3,900 | .025 | .018 | Parker B. Anderson | Parker B. Anderson | Charles W. Henson | Charles W. Henson | Parker B. Anderson | Parker B. Anderson | Parker B. Anderson | F. S. Merklin | Jno. Watson | P. R. Anderson |
| BRIGHTON, 14,776. Herald-Courier (m) (D) (41) | 8,582 | .04 | .04 | Herschel Dore | Robt. H. McKee, Jr. | Robt. H. McKee, Jr. | Robt. H. McKee, Jr. | Ernest Russell | Ernest Russell | Ernest Russell | George K. McClellan | W. C. Wood | T. W. Cook |
| CHARLOTTESVILLE, 10,688. Progress (D) (none) | 3,649 | .018 | .018 | J. H. Lindsay | J. H. Lindsay | Lee Hawkins | J. H. Lindsay | M. M. Corbin | M. M. Corbin | M. M. Corbin | M. M. Corbin | M. M. Corbin | M. M. Corbin |
| CLIFTON FORGE, 6,150. Review (D) (J) (none) | 1,239 | .013 | .011 | Clifton Forge Review Co., Inc. | George O. Greene | M. Bots Lewis | M. Bots Lewis | M. Bots Lewis | M. Bots Lewis | M. Bots Lewis | M. Bots Lewis | M. Bots Lewis | M. Bots Lewis |
| COVINGTON, 5,923. Virginian (I) (J) (130) (d) | 1,600 | .015 | .015 | Cor. Virginian, Inc. | C. F. Jones, Jr. | J. L. Goodman | J. L. Goodman | J. L. Goodman | J. L. Goodman | J. L. Goodman | W. S. Lockard | M. I. Layne | M. Bots Lewis |
| DANVILLE, 21,539. Bee (I-D) (none) | 7,185 | .045 | .04 | Rorer A. James, Jr. | Rorer A. James, Jr. | Gerard Tolley | Walter Christianson | H. B. Trundie | J. Powell | A. A. Farley | A. A. Farley | A. A. Farley | A. A. Farley |
| Register (m) (D) | 4,897 | .045 | .04 | Arthur H. Taylor | H. G. Clark | Arthur H. Taylor | H. G. Clark | Arthur H. Taylor | H. G. Clark | Arthur H. Taylor | H. G. Clark | H. G. Clark | H. G. Clark |
| FREDERICKSBURG, 5,862. Star (D) (none) (d) | 1,751 | .011 | .011 | A. P. Rose | A. P. Rose | A. P. Rose | A. P. Rose | A. P. Rose | A. P. Rose | A. P. Rose | R. P. Kessel | R. P. Kessel | R. P. Kessel |
| HARRISONBURG, 5,875. Herald (I-B) (J) (134) | 6,392 | .025 | .. | Boekingham Pub. Co. | H. W. Bertram | G. W. Berry | T. D. Banson | T. D. Banson | H. B. Strain | R. P. Kessel | R. P. Kessel | R. P. Kessel | R. P. Kessel |
| HOT SPRINGS, 14,000. Shannon (38) (d) | 5,730 x | .05 | .05 | Shannon (38) (d) | | | | | | | | | |
| LANCHBURG, 29,956. Advance (48) | 8,604 x | .05 | .05 | Advance (48) | | | | | | | | | |
| News (m) (D) (48) | 10,692 x | .05 | .05 | News (m) (D) (48) | | | | | | | | | |
| NEWPORT NEWS, 35,596. Times-Herald (I-B) (22) | 5,776 | .05 | .036 | Daily Press, Inc. | W. S. Copeland | L. T. Jester | L. T. Jester | L. T. Jester | L. T. Jester | L. T. Jester | C. B. Fountain | C. B. Fountain | C. B. Fountain |
| Times-Herald (I-B) (22) | 9,050 | .05 | .035 | Daily Press, Inc. | W. S. Copeland | L. T. Jester | L. T. Jester | L. T. Jester | L. T. Jester | L. T. Jester | C. B. Fountain | C. B. Fountain | C. B. Fountain |
| NORFOLK, 115,777. Ledger-Dispatch (I-D) (22) | 39,754 | .10 | .07 | S. L. Siorer | Douglas Gordon | H. D. Perkins | G. W. Linesweaver | P. S. Huber | P. S. Huber | P. S. Huber | N. N. Hill | N. N. Hill | W. S. Davis |
| Post (I) (3) | 5,111 | .04 | .04 | Norfolk Post Corp. | W. Burkhardt | Jos. Humphreys | Frank S. Newell | H. C. Hiller | H. C. Hiller | H. C. Hiller | W. S. Davis | W. S. Davis | W. S. Davis |
| Virginian Pilot (m) (I-D) (E) (19) | 35,983 | .08 | .07 | Virginian & Pilot Pub. Co. | Louis I. Jaffe | L. D. Starke | T. M. Bryce | R. E. Turner | R. E. Turner | R. E. Turner | Louis Fisher | Louis Fisher | Wm. Olsen |
| Sunday edition | 40,148 | .10 | .10 | Virginian & Pilot Pub. Co. | Louis I. Jaffe | L. D. Starke | T. M. Bryce | R. E. Turner | R. E. Turner | R. E. Turner | Louis Fisher | Louis Fisher | Wm. Olsen |

TEXAS—Continued

UTAH

VERMONT

VIRGINIA

| City | Population, Newspaper | Circulation | Minimum Adv. Rate | Publisher | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|------------------------------------|--|-------------|-------------------|--|---|--------------------|--------------------|------------------|--|---------------------|---------------------|--------------------|--|
| NORFOLK, 3,098. | Opinion Progress (m) (4) (D) Sunday edition | 7,988 | .05 | John Ed. Pearce, editor and publisher. | | | | | | | | | |
| PETERSBURG, 31,002. | Progress & Index Appeal (m) (D) (21) Sunday edition | 3,537 | .04 | Petersburg News Corp., Inc. (A. McK. Grigg) | Walter Ed. Harris, J. C. Lyons, E. W. Higgins, W. E. Lohman, W. E. Lohman, Eugene P. Ham. | | | | R. H. Ryan, R. B. Hooper, A. M. Speng. Jr. | J. E. Inge | E. B. Coleman | J. B. Jackson | |
| PORTSMOUTH, 54,387. | Star (m) (D) (21) Sunday edition | 3,537 | .04 | Norman R. Hamilton | Dick Ham | Dick Ham | Dick Ham | Eugene P. Ham | | | | | T. L. Laster |
| PULASKI, 5,282. | Times (D) (J) (4) (D) (127) Evening Dispatch Sunday edition | 23,494 | .07 | C. P. Hasbrouk | R. D. Ford | W. F. Southall | W. F. Southall | C. P. Hasbrouk | | | | | Harry Brookman |
| RICHMOND, 171,667. | Times-Dispatch (m) (D) (127) Evening Dispatch Sunday edition | 19,020 | .07 | I. S. Bryan | D. S. Freeman | W. J. Robinson | W. J. Robinson | Allen Pettis | | | | | W. F. Britt |
| ROANOKE, 80,842. | World-News (D) (52) Sunday Times | 10,974 | .06 | Times-World Corp. | H. P. Chapman | S. M. Brunson | W. E. Thomas | W. E. Thomas | W. E. Thomas | N. M. Sharp | C. R. Goodrich | F. W. Weeks | J. C. Deland |
| STANTON, 10,622. | News-Leader (m) (D) (53) Evening Leader Sunday News-Leader | 11,950 | .06 | Leader Pub. Co., Inc. | R. D. Hallop | H. L. Ople | H. L. Ople | A. F. Riffe | | | | | L. S. Merriken |
| WINCHESTER, 8,883. | Star (J) (135) (d) | 3,593 | .02 | | H. F. Byrd | H. F. Byrd | H. F. Byrd | H. F. Byrd | R. S. Fansler | R. S. Fansler | R. S. Fansler | R. S. Fansler | S. I. Ferry A. C. Dean |
| CHRISTIANSTED, 10,000 (St. Croix). | Herald (1) (J) (d) | 700 | .056 | United Danish West Indian Co., D. Hamilton Jackson, D. Hamilton Jackson, D. Hamilton Jackson, D. Hamilton Jackson, D. Hamilton Jackson | | | | | | | | | D. Hamilton Jackson |
| ADERDEEN, 15,837. | World (1-R) (J) (132-51) | 5,844 | .03 | W. A. Rupp | W. A. Rupp | C. G. Glaser | Leonard Hinon | Wm. L. Ballard | | | | | Edwin Stroodall Bert A. McKern |
| BELLINGHAM, 25,570. | Journal (m) (132-68-95) | 2,704 | .03 | American Pub. Co. | L. H. Durwin | L. H. Durwin | L. H. Durwin | L. H. Durwin | | | | | |
| BELLINGHAM, 25,570. | Herald (m) (B) (5) (132) | 8,866 | .03 | Bellingham Pub. Co. | W. C. Currier | W. C. Currier | W. C. Currier | W. T. Wetherill | | | | | |
| BERMUDA, 8,918. | News-Southland (m) (none) | 2,320 | .035 | Consolidated Pub. Co. | W. B. Jessup | H. D. Matthews | H. D. Matthews | Edward Churchill | | | | | |
| ELLERSBURG, 3,810. | Record (1-R) (J) (112-98) | 2,457 | .018 | Record Press, Inc. | J. C. Kaynor | J. C. Kaynor | J. C. Kaynor | H. E. Stuckbaker | | | | | Donald F. Arthur |
| EVENING, 27,644. | Herald (132) | 12,682 | .04 | Daily Herald Co. | Charles S. Coleman, Charles S. Coleman, D. H. Dickson | Charles S. Coleman | Charles S. Coleman | Judson H. Carter | | | | | Keith E. Kayser |
| HOQUIAM, 10,095. | Washingtonian (m) (B) (none) | 3,768 | .035 | Washingtonian Co., Inc. | C. D. McClure | Geo. E. Stearns | Geo. E. Stearns | S. L. Lester | | | | | { Henry A. Dunlop J. L. McKern |
| Olympia, 8,537. | Recorder (R) (J) (132) | 1,710 | .025 | Wash. Recorder Pub. Co. | Reward Histon | Reward Histon | Reward Histon | Frank E. Mayol | | | | | { R. B. Elliott Robt. Yantis |
| PORT ANGELES, 5,351. | Herald (R) (J) (none) | 1,800 | .021 | Port Angeles Evening News | E. E. Beard | E. E. Beard | E. E. Beard | Frank E. Mayol | | | | | R. F. Walsh |
| SEATTLE, 315,652. | Post-Intelligencer (m) (I) (E) (51-140-95) | 55,318 | .16 | Star Pub. Co. | Lester J. Clarke | Frank C. Fennell | Frank C. Fennell | Carl E. Brazier | | | | | Walter Butterworth, C. Schwabe |
| Star (I) (55) | 118,118 | 14 | .14 | C. B. Blethen | C. B. Blethen | C. B. Blethen | C. B. Blethen | Harvey O'Connor | | | | | Robt. Kell |
| Union Based (I-L) (none) | 56,698 | .20 | .17 | Spokane Press Pub. Co. | Leon Starnom | Henry Rising | Henry Rising | Henry Rising | | | | | S. A. Combsley |
| SPokane, 104,457. | Press (52) | 11,036 | .095 | Spokane Chronicle Co. | Geo. W. Dadds | Geo. W. Dadds | Geo. W. Dadds | Geo. W. Dadds | | | | | N. A. Eckdahl |
| TACOMA, 96,965. | Leader (m) (R) (132-12) | 14,645 | .06 | Frisk Pub. Co. | Frank S. Baker | Frank S. Baker | Frank S. Baker | James A. O'Neil | | | | | W. A. Veeburgh |
| News Tribune (I) (112-51-12) | 22,221 | .07 | .05 | Vanover, 12,937. | Times (1) (55) | 16,853 | 16,853 | Wm. L. Johnson | | | | | Harry L. Anderson, E. J. McDevitt |
| WALLA WALLA, 15,503. | Bulletin (m) (I) (J) (132-51) | 4,514 | .03 | Walla Walla Co. | J. V. Ellis, Jr. | W. B. Robertson | J. V. Ellis, Jr. | W. B. Robertson | | | | | { George A. Willis Will A. Salzbury |
| Wenatchee, 6,324. | World (R) (E) (132-51) | 7,305 | .03 | World Pub. Co. | Rufus Woods | E. H. McPherson | Rufus Woods | E. H. McPherson | | | | | W. T. Heacock |
| YAKIMA, 18,559. | Herald (m) (132-51) | 6,601 | .03 | Herald Pub. Co. | J. V. Ellis, Jr. | W. B. Robertson | J. V. Ellis, Jr. | W. B. Robertson | | | | | { P. S. Hecht L. F. Roberts |
| Republic (R) (J) (132-51) | 6,283 | .03 | .03 | | | | | | | | | | |

VIRGIN ISLANDS
WASHINGTON

Explanation: D (Dagger) indicates morning newspapers. (E) operate job printing plants. (F) operate job printing plants. (G) operate job printing plants. (H) operate job printing plants. (I) operate job printing plants. (J) operate job printing plants. (K) operate job printing plants. (L) operate job printing plants. (M) operates job printing plants. (N) operates job printing plants. (O) operates job printing plants. (P) operates job printing plants. (Q) operates job printing plants. (R) operates job printing plants. (S) operates job printing plants. (T) operates job printing plants. (U) operates job printing plants. (V) operates job printing plants. (W) operates job printing plants. (X) operates job printing plants. (Y) operates job printing plants. (Z) operates job printing plants.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS - Continued.

WEST VIRGINIA

Table listing newspaper data for West Virginia, including columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printer.

WISCONSIN

Table listing newspaper data for Wisconsin, including columns for City, Population, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing, and Job Printer.

| City, Population, Newspaper | Circulation | Minimum Adv. Rate National Local | Publisher | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|---|-------------------|----------------------------------|-------------------------|--------------------|--------------------|-----------------|--------------------|--------------------|---------------------|---------------------|--------------------|-----------------------------------|
| JANESVILLE, 15,293. Gambler (7-2) (186-2) | 10,184 | .015 | H. H. Bliss | Stephen Bollen | Stephen Bollen | George Kavelage | H. H. Bliss | H. H. Bliss | T. G. Murphy | Thos. A. Birmingham | Sidney H. Bliss | Edmond Ehringer |
| KENOSHA, 40,471. News (8) (4) (98-117) | 7,465 | .04 | Excelsior News Pub. Co. | W. T. Marriott | R. S. Kingsley | E. F. Marriott | R. S. Kingsley | R. S. Kingsley | H. R. Young | R. E. Thilo | W. R. Cropley | E. C. Smith |
| LA CROSSE, 30,383. Tribune & Leader Press (m) (I) (84) Sunday edition | 12,653 11,726 | .035 | Frank H. Burgess | Mark E. Byers | Mark E. Byers | C. A. Worth | Frank H. Burgess | Frank H. Burgess | D. E. Greig | Edna M. Denney | A. E. Tascout | A. L. Schroeder |
| MAIDENHEAD, 26,878. Capital Times (I) (106-107) | 15,499 | .055 | Capital Times Co. | Wm. T. Eyruse | Kenneth E. Ojane | Devey Dunn | Tom C. Bowden | Tom C. Bowden | Kenneth K. Rees | Irwin Maser | Forest Huff | L. E. Leary Leo E. Fleckstein |
| Wisconsin State Journal (m) (1-8) (86) | 18,433 17,354 | .06 | A. M. Brayton | A. M. Brayton | Kenneth Duncan | Harry V. Ross | I. U. Sears | I. U. Sears | E. J. Usher | M. F. Mergen | Miss M. Whitcomb | O. A. Winick |
| MANITOWOC, 17,869. Times (m) (186-2) | 4,901 | .03 | Herald News Pub. Co. | F. W. Mackey | F. W. Mackey | Frank Panosh | A. O. Trippler | A. O. Trippler | Roland A. Fournier | H. F. Ragnoske | William Rutherford | August J. Tech |
| MAHESHFIELD, 7,994. News (R) (I) (4) | 4,237 | .029 | Marshall Publishing Co. | G. V. Kraus | E. S. Bailey | Floyd Thusher | E. S. Bailey | E. S. Bailey | James Forester | John Grall | H. Smith | F. J. Brakston John Witt |
| MENASHA, 7,214. Herald (I) (4) (8) | 1,591 | .03 | Ira H. Clough | Ira H. Clough | Ira H. Clough | Ira H. Clough | Ira H. Clough | Ira H. Clough | H. S. Clough | H. S. Clough | M. M. Clough | F. Laner |
| MERRILL, 8,068. Herald (I) (96-5) | 3,101 | .02 | Merrill Pub. Co. | Ed. W. LeRoy | Ed. W. LeRoy | LaMont McBride | Frank E. Noyes | Frank E. Noyes | L. A. Brown | S. P. Jones | L. A. Brown | H. C. Hanson |
| MILWAUKEE, 15,310. Eagle-Star (7-2) (138-3-107) | 3,915 | .025 | Frank E. Noyes | Ed. W. LeRoy | Ed. W. LeRoy | LaMont McBride | Frank E. Noyes | Frank E. Noyes | L. A. Brown | S. P. Jones | L. A. Brown | H. C. Hanson |
| MILWAUKEE, 15,310. Journal (m) (I) (I) (E) (103) Sunday edition | 114,866 90,043 | .30 | E. J. Grant | L. W. Nirman | M. H. Cveger | F. E. Grant | L. L. Boyer | L. L. Boyer | R. A. Turquist | O. V. Fragle | Harry Gosliney | J. P. Keating |
| Leader (8c) (I) (E) (82) | 48,843 | .12 | E. H. Thomas | Victor L. Berger | Victor L. Berger | Stuart Heath | Victor L. Berger | Victor L. Berger | Elmer A. Krahm | Harry H. Touby | H. G. Hellermann | Thos. N. Swers Harry Seymour |
| Monticello (m) (E) (138) | 48,319 | .14 | Chas. F. Pister | Geo. Lounsbury | Julius Lehman | A. Harvey | A. E. Cargill | A. E. Cargill | F. E. Davit | Wm. Meboey | Wm. S. Breker | W. Spurling |
| Wisconsin News (E) (74-10) Sunday edition | 28,569 | .16 | J. H. Lederer | Hector H. Etwell | Herman Ewald | Herman Ewald | J. H. Lederer | J. H. Lederer | John Black | John Black | Chas. W. Weary | Chas. W. Weary |
| Journal (R) (I) (I) (E) (109) Sunday edition | 29,877 | .15 | J. H. Lederer | E. R. Mook | E. R. Mook | Herman Ewald | J. H. Lederer | J. H. Lederer | John Black | John Black | Chas. W. Weary | Chas. W. Weary |
| MONROE, 4,788. Journal (R) (I) (4) | 900 | .011 | L. A. Woods & Son | L. A. Woods | L. A. Woods | Boy Woodie | L. A. Woods | L. A. Woods | L. A. Woods | L. A. Woods | L. A. Woods | Roy Woodie |
| News (R) (I) (I) (136-2) | 2,516 | .025 | Emery A. Odell | Harry B. Lyford | Emery A. Odell | Emery A. Odell | Emery A. Odell | Emery A. Odell | H. A. Winge | H. A. Winge | O. W. Troner | O. W. Troner |
| News & Times (I-B) (I) (none) | 2,053 | .018 | News Publishing Co. | Clara A. Bloom | Clara A. Bloom | John A. Studley | John A. Studley | John A. Studley | John A. Studley | John A. Studley | John G. Plank | John G. Plank |
| OSHKOSH, 28,162. Northwestern (R) (106-107) | 13,915 x | .06 | O. J. Hardy | O. J. Hardy | Edward F. Kennedy | Louis Torreyson | O. J. Hardy | Fred B. Wise | Charles Hellard | Charleton A. Thomas | A. McMahon | W. F. Cordele J. D. Braun |
| PORTAGE, 5,682. Register-Democrat (R) (I) (98-6) | 1,800 | .021 | A. A. Porter | W. G. Clough | W. G. Clough | John Gay | A. A. Porter | A. A. Porter | A. Porter | A. Porter | A. McMahon | W. F. Cordele J. D. Braun |
| RACINE, 56,998. Journal (E) (136-2) | 9,058 | .071 | The Journal Pub. Co. | F. W. Starbuck | D. F. Griswold | D. F. Griswold | F. W. Starbuck | H. S. Mann | H. Le Poudre | H. Le Poudre | H. Larson | T. Jude |
| Readers Digest (I-B) (106-107) | 7,463 | .045 | Call Pub. Co. | W. I. Goodland | Era L. Evans | W. I. Goodland | J. H. Heim | J. H. Heim | Walter C. Davis | A. Hinzford | G. Olson | Oscar Lylich |
| RHINELANDER, 6,684. News (R) (I) (96-6) | 1,425 | .018 | William R. Jaeger | William R. Jaeger | William R. Jaeger | E. R. Barager | William R. Jaeger | William R. Jaeger | William R. Jaeger | Stanley Hallembeck | A. G. Christensen | A. G. Christensen |
| RHEBOKGAN, 30,958. Press-Telegram (I) (I) (138-3) | 10,267 x | .045 | Press Pub. Co. | C. E. Broughton | C. E. Broughton | L. P. Cook | C. E. Broughton | C. E. Broughton | E. S. Geriat | Mildred Nelson | A. McMahon | W. F. Cordele John Stengel |
| STEVENS POINT, 11,971. Herald (m) (I) (I) (98-4) | 3,180 | .025 | Journal Pub. Co. | Frank W. Leahy | Guy W. Rogers | James W. Hull | Frank W. Leahy | Guy W. Rogers | James W. Hull | James W. Hull | J. M. Hibbard | Martin Johnson |
| STOUTSVILLE, 5,101. Courier-Bus (I) (I) (I) (I) (I) (I) (I) | 1,800 | .014 | J. M. Hibbard | J. M. Hibbard | W. H. Lindstrand | J. M. Hibbard | J. M. Hibbard | J. M. Hibbard | J. M. Hibbard | J. M. Hibbard | J. M. Hibbard | Henry Dvornak J. M. Shaverilla |
| SUPERIOR, 29,824. Telegram (I) (I) (E) (61) | 18,273 | .055 | Eve. Tele. Co. | Barr Mores | Walter Hard | Wallace McTer | S. A. Buchanan | Clough Gates | E. R. Kelly | Clough Gates | Paul J. Stamer | C. B. Spitzer |
| WATERLOO, 9,299 (108) Journal (I) (I) (I) (108) | 3,175 | .026 | Times Publishing Co. | J. F. Holland | J. F. Holland | J. P. Holland | E. G. Koepel | E. G. Koepel | E. G. Koepel | Charlotte O'Brien | E. G. Koepel | C. B. Spitzer |
| WAUKESHA, 12,338. Fresman (I) (I) (I) (I) (I) (I) (I) | 1,808 | .025 | Fresman Printing Co. | Henry A. Youmans | Henry A. Youmans | H. M. Youmans | G. W. Norris | G. W. Norris | H. M. Youmans | John Brockman | Mrs. Ina J. Reid | G. W. Norris |
| WAUSAU, 18,661. Record-Herald (R) (61-3) | 5,944 | .04 | Record-Herald Co. | J. L. Sturtevant | E. D. Underwood | E. D. Underwood | E. J. Smith | E. J. Smith | H. Alarik | G. M. Stephenson | H. Baslow | G. D. Derby |
| WISCONSIN RAPIDS, 7,343. Tribune (R) (106-107) | 2,756 | .021 | Wm. F. Hoffman | C. R. Babcock | C. R. Babcock | C. R. Babcock | C. R. Babcock | C. R. Babcock | P. N. Pratt | Arthur Sleek | L. F. Hoffman | A. Rainier, Jr. H. W. Gates |
| CASPER, 11,447. Herald (m) (I) (I) (68-3) | 4,126 | .05 | M. M. Leland | M. M. Leland | Jack Helman | Mile Wear | M. M. Leland | M. M. Leland | A. Braunstein | Jack Pine | J. J. Crittenden | G. Burton C. Madison |
| Tribune (m) (I) (111) | 6,660 | .042 | Charles W. Burton | Charles W. Burton | R. E. Evans | B. E. Evans | Charles W. Burton | F. H. Seaman | Thos. Dally | Luke Ballard | F. H. Seaman | J. B. Griffith |
| CHEYENNE, 13,829. Wyo. State Tribune Leader (m) (R) (70) | 5,877 6,000 | .04 | Tribune Pub. Co. | Wm. C. Downing | Wm. C. Downing | John C. Fleming | John C. Fleming | John C. Fleming | John C. Fleming | John C. Fleming | John C. Fleming | Alto Fawer J. W. Sturdtant |
| LANIER, 2,128. Post (12) (4) | 1,918 | .018 | Post Pub. Co. | W. J. Hines | W. J. Hines | Howard Miller | Geo. E. Hand | Geo. E. Hand | Geo. E. Hand | Geo. E. Hand | Geo. E. Hand | Alto Fawer J. W. Sturdtant |
| LARAMIE, 6,301. Democrat (I-D) (I) (none) | 1,788 | .021 | Laramie Pub. Co. | Geo. B. Hand | Geo. B. Hand | Howard Miller | Geo. E. Hand | Geo. E. Hand | Geo. E. Hand | Geo. E. Hand | Geo. E. Hand | Alto Fawer J. W. Sturdtant |
| SHERIDAN, 9,178. Enterprise (I) (I) (106-107) | 8,003 | .03 | Enterprise Pub. Co. | Everett J. Lippard | Everett J. Lippard | A. L. Eberis | Everett J. Lippard | Everett J. Lippard | J. W. Andrew | A. E. Williams | Vera Kachley | Fred Hand C. E. Lyle |
| Preston (m) (I) (111) | 5,856 | .03 | Post Printing Co. | C. W. Brandon | C. W. Brandon | H. E. Stuart | C. W. Brandon | C. W. Brandon | J. D. Sullivan | J. D. Sullivan | J. D. Sullivan | Fred Hand C. E. Lyle |

WYOMING

Explanation: Dager (†) indicates morning newspapers. (m) indicates Sunday evening edition. (I) politically independent; (E) Republican; (D) Democratic; (Soc.) Socialist; (I-E) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday, Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is first and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. C. net paid, six months statement ending September 30, 1922; X indicates three months' A. B. C. statement ending June 30, 1922; W indicates A. B. C. audit of September 30, 1922. All other circulation figures are Government statements for six months ending September 30, 1922. In cases where there is more than one advertising department or a separate department of newspaper and job departments, the department of newspaper and job departments is quoted and no bracket appears it applies to each issue separately. Where only one rate is quoted and no bracket appears it applies to each issue separately.

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their main and branch offices and managers.

| Key | Firm Name | Office Address | Manager | Key | Firm Name | Office Address | Manager |
|------|--|--|----------------------|--------------------------|--------------------------|-----------------------|----------------|
| 24 | Burns, Frank H. | Boston, Mass. | Little Bldg. | F. H. Burns | 26 | Callender, W. N., Jr. | (See No. 98-I) |
| 24-A | Bushnell, Frank C. | (See No. 31-D). | | 27 | Campanelli, Don | (See No. 98-U) | |
| 25 | Byrne, J. K. | (See No. 31-A). | | 27-A | Camps Advertising Agency | Horatio | |
| 1 | Alcorn-Seymour Co., Inc. | New York City | 47 W. 34th st. | F. P. Alcorn | 28 | Capper Publications | Chicago, Ill. |
| 2 | Allen-Klapp Co. | Chicago, Ill. | Marquette Bldg. | H. W. Seymour | | | |
| 3 | Allied Newspapers, Inc. | Chicago, Ill. | 52 N. Wabash ave. | S. Schuyler | | | |
| 3-A | American Association of Foreign Language Newspapers, Inc. | Chicago, Ill. | 30 E. 23d st. | Nathan H. Seidman | | | |
| 4 | American Press Association | Chicago, Ill. | 122 S. Michigan ave. | J. L. Gartside | | | |
| 5 | Anderson Special Agency, C. J. | Chicago, Ill. | Marquette Bldg. | C. J. Anderson | | | |
| 5-A | Arkenbrg Special Agency | Chicago, Ill. | Lytton Bldg. | Isabel F. Arkenberg | | | |
| 6 | Arthur, Wilbur L. | (See No. 31-B) | | | | | |
| 6-A | Aurora Beacon-News | Aurora, Ill. | Beacon-News Bldg. | J. K. Groom | | | |
| 7 | Barnhill, Inc., Roy | Chicago, Ill. | 230 E. Ohio st. | R. O. Warner | | | |
| 7-A | Barrett, Stephen H. | (See No. 31-D) | | | | | |
| 7-B | Batten, Eugene C. | (See No. 31-D) | | | | | |
| 8 | Beckwith Special Agency, S. C. | Chicago, Ill. | Tribune Bldg. | J. T. Beckwith | | | |
| 8-A | Bell, F. H. | Chicago, Ill. | Century Bldg. | F. H. Bell | | | |
| 9 | Benjamin & Kentnor Co. | Chicago, Ill. | Mallers, Bldg. | John T. Fitzgerald | | | |
| 9-A | Bennett, E. G. | (See No. 99-N) | | | | | |
| 10 | Berdan, E. A. | (See No. 31-E) | | | | | |
| 10-A | Bergen Advertising Co., Inc. | St. Louis, Mo. | Times Bldg. | E. L. Bergen | | | |
| 11 | Bertalet, C. D. | (See No. 34-B, No. 102-A, No. 116-E) | | | | | |
| 12 | Bidwell Co., R. J. | San Fran., Cal. | 742 Market st. | R. J. Bidwell | | | |
| 12-A | Billingslea, A. H. | New York City | 95 Madison ave. | Paul Block | | | |
| 13 | Block, Inc., Paul | Chicago, Ill. | 202 S. State st. | Arthur Thurman | | | |
| 14 | Blodgett, C. C. | New York City | 1478 Broadway | C. C. Blodgett | | | |
| 14-A | Bloomington (Ill.) Pantagraph | Chicago, Ill. | Tribune Bldg. | Elmer Wilson | | | |
| 15 | Boone, Rodney E. | (See No. 31-A) | | | | | |
| 16 | Booth, Arthur | (See No. 16-B) | | | | | |
| 16-A | Boston Advertiser | New York City | 1819 Broadway | W. W. Chew | | | |
| 16-B | Boston American | Chicago, Ill. | Hearst Bldg. | Wm. H. Wilson | | | |
| 16-C | Boston Christian Science Monitor | (See No. 31-D) | | | | | |
| 16-D | Boston Financial News | (See No. 16-F) | | | | | |
| 16-E | Boston News Bureau | Boston, Mass. | 30 Kilby st. | C. M. Withington | | | |
| 17 | Boyd, William B. | (See New Brunswick Home News) | | | | | |
| 18 | Botsford, W. K. | San Fran., Cal. | 58 Sutter st. | W. K. Botsford | | | |
| 17-A | Bradley, L. M. | New York City | 505 5th ave. | L. M. Bradley | | | |
| 19 | Branham Co., John M. | Chicago, Ill. | Mallers Bldg. | John M. Banham | | | |
| 20 | Brooke, Wallace G. | New York City | 233 Broadway | O'Donnell Special Agency | | | |
| 20-A | Brooklyn Standard-Union | (See No. 31-D) | | | | | |
| 20-B | Bruen, Miss Eleanor M. | Chicago, Ill. | 1st Nation Bk. Bldg. | H. C. Griffith | | | |
| 20-C | Bruns & Webber | Chicago, Ill. | People's Gas Bldg. | G. W. Brunson, Jr | | | |
| 21 | Bryant, Griffith & Brunson, Inc. | Atlanta, Ga. | Grant Bldg. | A. B. Christoffers | | | |
| 22 | Budd Co., John | New York City | 9 E. 37th st. | M. B. Walker | | | |
| 22-A | Buell, Roy | Detroit, Mich. | 242 Lafayette Blvd. | Roy Buell | | | |
| 23 | Burke, Hugh. | (See No. 106-C) | | | | | |
| 29 | Carpenter & Co. | New York City | 200 5th ave. | B. E. Schwarz | | | |
| 30 | Carroll, Dan A. | New York City | 150 Nassau st. | Dan A. Carroll | | | |
| 30-A | Carter & Hudson | Chicago, Ill. | 6 East Lake st. | J. A. Carter | | | |
| 30-B | Cate, Garth W. | Chicago, Ill. | McCormick Bldg. | G. W. Cate | | | |
| 30-C | Chapman, Lansing | New York City | 261 Broadway | | | | |
| 30-D | Chase, John O. | (See Number 99-N) | | | | | |
| 31 | Chew, W. W. | (See Numbers 16-A, 81-A, 116-G, 120-A) | | | | | |
| 31-A | Chicago American | New York City | 2 Columbus Circle | Rodney E. Boone | | | |
| 31-B | Chicago Herald & Examiner | Chicago, Ill. | Hearst Bldg. | J. A. Dickson | | | |
| 31-C | Chicago Tribune | Chicago, Ill. | 7 S. Dearborn st. | W. J. Merrill | | | |
| 31-D | Christian Science Monitor (Boston) | Boston, Mass. | 107 Falmouth st. | Norman S. Rose | | | |
| 31-E | Cincinnati Times-Star | Chicago, Ill. | Tribune Bldg. | L. H. Crall Co. | | | |
| 31-F | Clark, C. C. | (See Numbers 28, 69-B, 130-B) | | | | | |
| 32 | Clark, H. K. | (See Numbers 98-K, 98-J, 98-O) | | | | | |
| 32-A | Clark, R. W. | Chicago, Ill. | 7 S. Dearborn st. | | | | |
| 32-B | Clark Co., Thomas F. | Chicago, Ill. | Marquette Bldg. | W. S. Grawthwohl | | | |
| 33 | Clayden, A. E. | New York City | 347 5th ave. | A. E. Clayden | | | |
| 34 | Clinnin, Walter C. | Chicago, Ill. | 19 S. LaSalle st. | John W. Hunter | | | |
| 34-A | Clocer Leaf Newspapers | New York City | 366 5th ave. | Hammond & Walcott | | | |
| 34-B | Coan, Harry | (See Number 98-M) | | | | | |
| 34-C | Collegiate Special Advertising Agency, Inc. | New York City | 503 5th ave. | M. S. Rutsky | | | |
| 35 | Commercial Financial Press Assn. (Financial American) | Boston, Mass. | 109 State st. | W. S. MacDonald | | | |
| 35-A | Cone, Hunton & Woodman, Inc. | Chicago, Ill. | 180 N. Wells st. | M. D. Hunton | | | |
| 35-B | Consolidated Press, Ltd. (See Canadian listing of Special Representatives) | Chicago, Ill. | 386 Exchange ave. | W. E. Hutchinson | | | |
| 36 | Cook, Inc., Richard W. | New York City | 156 5th ave. | R. W. Cooke | | | |
| 36-A | Conger Co., H. H. | Chicago, Ill. | Hartford Bldg. | A. Roy Keator | | | |
| 36-B | Corn Belt Farm Dailies | Chicago, Ill. | 280 Madison ave. | P. W. & G. F. Minnick | | | |
| 36-C | Country Newspapers | Columbus, Ohio. | Crumrine Bldg. | E. B. Stapleton | | | |
| 36-D | Crall Co., L. H. | (See Number 31-E) | | | | | |
| 37 | Crawford, F. E. | (See Number 98-I) | | | | | |
| 37-A | Creel, A. W. | (See Number 69-C) | | | | | |
| 37-B | Crowther, M. L. | (See Numbers 28, 69-B, 130-B) | | | | | |
| 37-C | Crowe & Co., E. R. | New York City | 11 E. 40th st. | | | | |
| 37-D | Crystal, Norman | Brooklyn, N. Y. | 3314 Avenue D. | | | | |
| 37-E | Curtis Special Agency | New York City | 459 4th ave. | | | | |

(Continued on page 75)

NOTE: Key numbers and letters in first column refer to similar numbers and letters in Newspaper Directories of the United States and Canada. The name of the advertising representative of every newspaper is indicated by this means, the two lists connecting up together.

Canadian representatives are listed in Special Canadian Section. See index on last two pages for location. *—Indicates head office.



The



World

NEW YORK

THE WORLD, as established
by JOSEPH PULITZER,
May 10, 1883:

“An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty.”



NEW YORK

World



A Word About The World

"First in Public Service"



THE NEW YORK WORLD is more than a first-class newspaper. It is the most independent, the most courageous and the most disinterested publication in the country. In the true sense of the word, it is the most ably edited paper in the United States. It is free; it is bold; it is scrupulously honest; it is the one paper in the United States that actually devotes itself to the Public Service.

THE WORLD does not believe that all the news that is fit to print is worth reading. It does not compete with volume, but excels in values. All essential occurrences THE WORLD presents in compact, accurate form. It is concerned with facts rather than with opinion or detail. A WORLD reader is more quickly, more deftly, more competently informed of what has happened to the world in the last twenty-four hours than is the reader of any other New York newspaper. What every man and woman wants to know, THE WORLD tells—and in the fewest possible words. This is the triumph of the art of able editing.

THE WORLD does not confuse virtue with dullness. It is written to be read. It is neither ponderous nor self-important. It tries to be right and is, most of the time, but is not afraid to admit error.

It is interested in people and believes in humanity. It is friendly. It has common sense and a sense of humor. Therefore it is lively and entertaining. It is a sad day in which there are not several laughs in THE WORLD. It cherishes no grouches—it prefers to hope for the best.

THE WORLD is never content with merely giving the news. It conceives itself as the attorney for the People. It abhors injustice and dares expose it. It can be depended on to defend the oppressed. Its history is a catalogue of public services. Its reputation is founded on the fights it has made against the enemies of the common weal. The consistent foe of misgovernment and corruption, it is feared more by political tricksters and spoilsmen than any other journal in America.

THE WORLD is clean. It does not pander to vice or to crime. It is fair—it has neither friends nor foes in public places. It is earnest in its effort to be accurate in stating the facts of the news. It has no purpose to serve save to tell the truth. It is intrinsically honest and believes its integrity is conceded even by those it has attacked.

The characteristics set forth here are rare in an individual and still rarer in a newspaper. They



are stated without boastfulness, for they are no more than a record of facts. They represent the spirit breathed into a journalistic entity by the ablest, most far-sighted personality that American journalism has produced. His thought, his message, have been held inviolate by his successors. THE WORLD is conducted by a group of men who

are devoted to the ideals it stands for and whose hope is to be true to the faith that has been given them. WORLD men know that they serve a paper that is free and brave and they are proud of their connection with an institution that has no other cause to serve but Truth and the Right.

The Morning World

The best known of all American newspapers, with an international news service that has become world famed for its speed and accuracy.

Its Editorial page, under the direction of Frank I. Cobb, is the most trenchantly expressed in America.

Heywood Broun reviews books and plays and talks about things in general in a daily department called "It Seems to Me."

Franklin P. Adams (F. P. A.) conducts "The Conning Tower," the most brilliant daily column in newspaperdom.

S. S. Fontaine and Burton L. Read direct the most dependable financial department in the daily press.

George Daley covers the world of Sport; and the illustrated features include the masterly cartoons of Rollin Kirby and Frueh, "Mutt & Jeff," Fred Locher's "Cicero Sapp" and the inimitable "Metropolitan Movies" of Gene Carr.

The Sunday World

The best evidence of the popularity of THE SUNDAY WORLD is the fact that it has the largest Sunday morning circulation in New York.

In the first place, it is a complete newspaper, with a grasp of world events unrivalled in scope and authority.

THE WORLD MAGAZINE is a 16 to 24 page supplement printed in four colors and filled with the best fiction and most absorbing special articles obtainable.

THE WORLD GRAVURE is a picture section of surpassing beauty, printed in a special process and replete with the most interesting pictures of the day.

The "Metropolitan Section" is a brilliantly conceived review of New York life, illustrated by Herb Roth and other artists of note.

THE SUNDAY WORLD comic section in colors is a rib-tickling laugh from first to last page.

The Evening World

Long recognized as "the favored evening paper of New York homes," THE EVENING WORLD occupies a place peculiarly its own among the newspapers of Greater New York.

Its manifold features include many of the most successful regular departments in American journalism.

Through its editorial page have been waged some of the most important battles fought in the public's behalf, and the cartoons of John Cassel enjoy a nation-wide popularity.

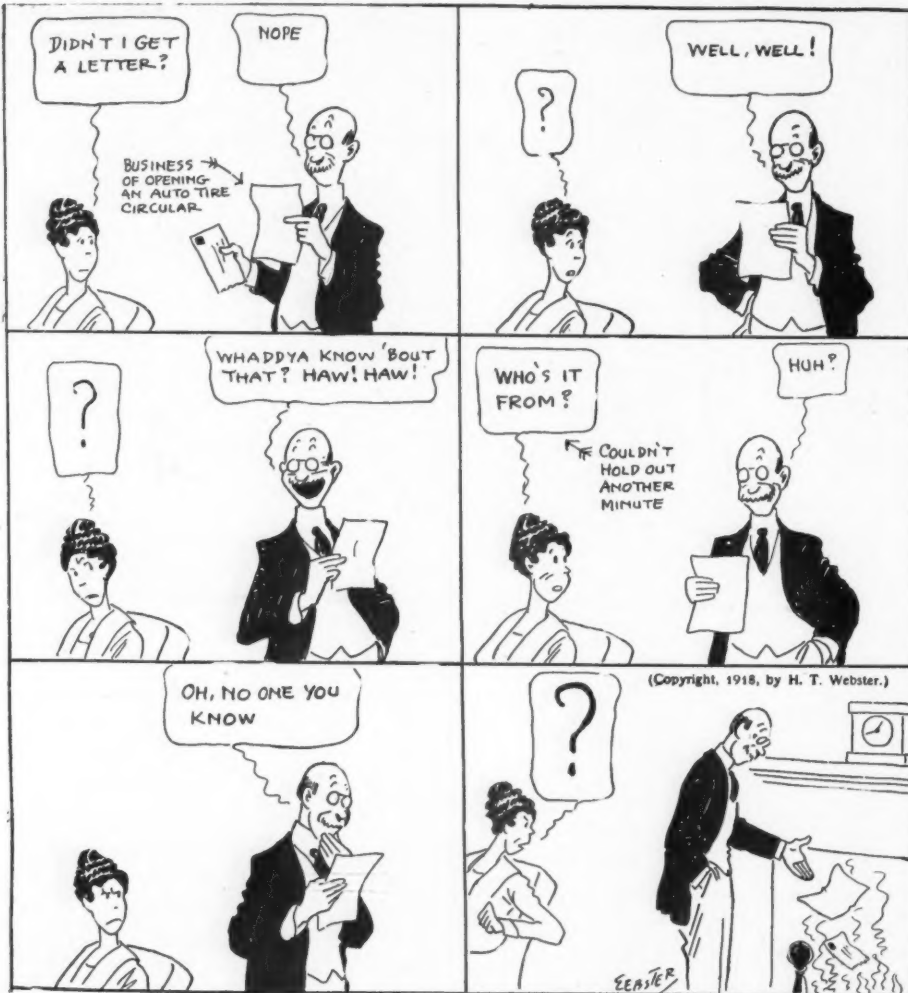
Its special writers include Sophie Irene Loeb, Bide Dudley, Neal O'Hara, Roy L. McCardell, Marguerite Mooers Marshall, Charles Darnton and a host of other names well known to newspaperdom.

Its "comics" are tested laugh-makers, produced by such humorists as Maurice Ketten, Counihan, Kling, "Vic" and Brinkerhoff.

New York World Syndicate

How to Torture Your Wife

—By Webster.



Webster, "Mark Twain of Cartoonists," Joins the Staff of



WEBSTER now joins THE WORLD. Newspaper and magazine readers the length and breadth of America have chuckled over "How to Torture Your Wife," have felt the deep human sympathy in "Life's Darkest Moment," have turned back the years to childhood's hour with "The Thrill That Comes Once in a Lifetime," and have enjoyed many a rib-tickling laugh over "Poker Portraits," "The Beginning of a Beautiful Friendship," "The Old Man" and others numbered among the best series of sustained humor in the press of the country. Webster joins a staff already famous as including:

Dirks

Mager

Brinkerhoff

Ketten

Frueh

"Vic"

Kling

Locher

Gene Carr

Counihan

The Webster Service is available for enterprising newspapers that want to brighten up their pages and thereby add circulation.

NEW YORK WORLD SYNDICATE

Pulitzer Building

New York

A News Service Is Judged by the Company It Keeps

The New York World news service carries the foreign, domestic and local news of The World to hundreds of thousands of readers of other newspapers. Among the papers which find its nightly news reports of great value are

THE BOSTON GLOBE

THE BALTIMORE SUN

THE PITTSBURGH POST

THE LOUISVILLE COURIER-JOURNAL

THE PHILADELPHIA RECORD

LA NACION OF BUENOS AIRES

THE MEMPHIS COMMERCIAL-APPEAL

THE MILWAUKEE JOURNAL

THE TORONTO MAIL AND EMPIRE

THE CLEVELAND TIMES AND COMMERCIAL

THE PORTLAND OREGONIAN

ASAHI SHIMBUN OF TOKIO AND OSAKA, JAPAN.

THE NEW YORK WORLD news service supplies to these and other newspapers a full report of Washington news from the bureau presided over by Charles Michelson, as well as the domestic news gathered by more than 500 special correspondents throughout America; the news of New York as covered by a local staff of 100 highly trained men and women writers, and the news of the Old World which is cabled nightly by a staff of specialists in every point of news importance throughout Europe. This staff is centered as follows:

IN LONDON the WORLD Bureau is under the direction of John L. Balderston, until recently editor of The Outlook, of London. Mr. Balderston, one of the best known American journalists abroad, succeeded Mr. J. M. Tuohy, who has just retired after more than a quarter of a century as Chief European Correspondent of THE WORLD. Others in the London bureau include Joseph N. Grigg and P. J. Kelley, each of whom has a broad grasp of British affairs and a proved ability to write succinctly and pleasingly. THE WORLD news service also receives and distributes in America the news reports of The Manchester Guardian.

IN PARIS the WORLD Bureau is headed by Ferdinand Tuohy, a journalist with international experience and reputation, who during the war served on all five fronts as an officer in the British Intelligence Service and got an insight into things that have been invaluable in dealing with post-war news developments. Captain Tuohy is assisted by Hugh O'Connor and Alfred M. Murray, of long Paris residence and journalistic experience.

IN BERLIN Arno Dosch-Fleurot and his assistants, William Margreve and Axel Faber, give expert reports that have frequently been exclusive on big news stories.

IN ROME Beatrice Baskerville heads THE WORLD Bureau. Her long residence there and her wide acquaintance in the circle of Vatican and Quirinal alike, give her great value as chief Italian correspondent of THE WORLD.

IN MOSCOW Samuel Spewack and Bella Cohen are analyzing conditions and sending much important news of the Soviet regime. Mr. Spewack has recently finished a tour through the interior provinces of Russia that produced many columns of interesting and exclusive copy.

Publishers of newspapers who are contemplating enlarging or changing their telegraphic news connections will find it profitable and informative to write to any or all of the newspapers mentioned above for an expression of opinion regarding

NEW YORK WORLD NEWS SERVICE

MERCHANDISING

DEPARTMENT



Note :

This 78-page book is the most complete discussion of the merchandising problems that face the New York advertiser ever issued by a local newspaper. Copies may be had without charge by addressing the Merchandising Department of "The World."

THE MERCHANDISING SERVICE maintained by "THE WORLD" has been accepted as the standard of merchandising practice by the newspaper Committee of the National Association of Newspaper Executives on Advertising Agency relations .

Broadly comprehensive in its scope, it has successfully functioned in guiding many of the country's largest advertisers not alone in their preliminary investigations of

the New York market, but in their subsequent moves in securing adequate distribution in this rich field.

The Merchandising Department places a staff of experts at the service of the advertiser who contemplates entering America's largest area of retail sales, fortified with an experience gained by scores of careful industrial surveys of the principal buying centers of the city.



THE WORLD ALMANAC

THE WORLD ALMANAC has been called "the most frequently consulted work of reference after the dictionary." Its fame has been well-earned by a record for infallibility extending over thirty-eight years.

The 1923 volume, just issued, contains reference to 50,000 facts covering every phase of contemporary life, so cross-indexed as to be immediately available for instant use.

It includes authoritative information covering questions of the moment, such as the Bonus, the New Tariff, the Irish

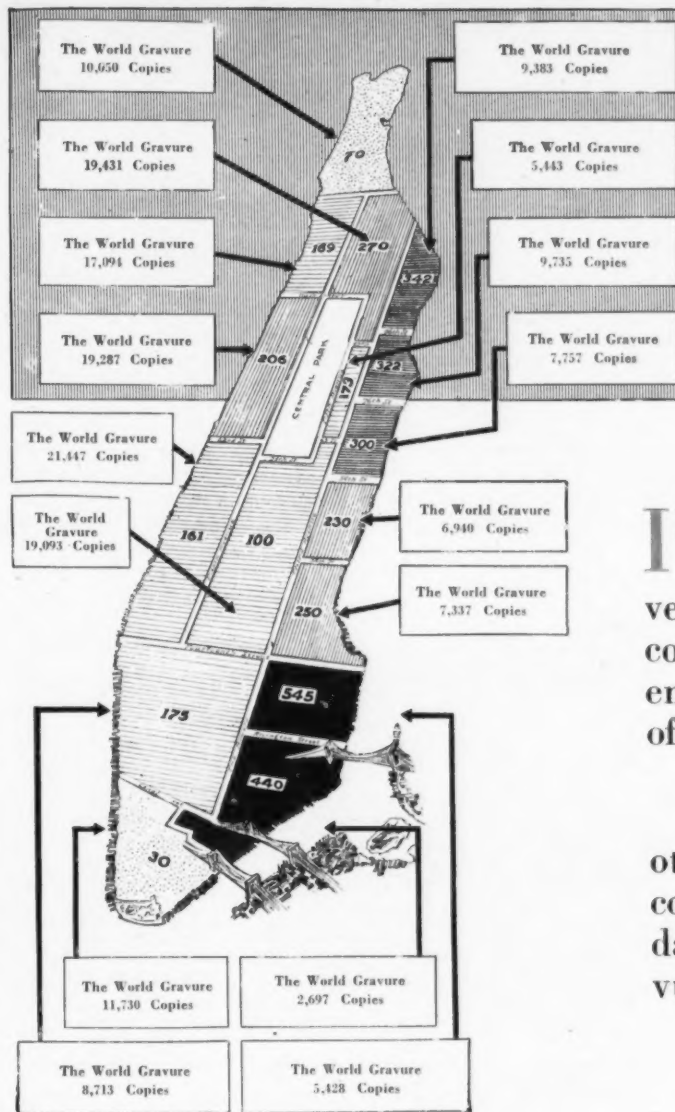


Heavy Paper Cover
35c—By Mail, 50c
Cloth Bound Copies
75c—By Mail, 90c

Free State, Naval Disarmament, the European Debt to this country, recent election results and the latest moves in the Labor world.

Full population statistics, the Year in Finance, in Commerce, in Sports, in Government, in Education are all treated with a degree of thoroughness found in no other annual publication of the kind.

The World Almanac is the busy man's encyclopedia. It is probably the most widely used reference work in the newspaper offices of the country, outside of the city telephone directory.



GRAVURE COVERAGE

(Figures in shaded areas indicate number of persons per acre)

A careful study of this chart indicates the concentration of the circulation of "The World Gravure" in those districts of MANHATTAN ISLAND which by reason of their degree of density of population are of most value to the advertiser.

For instance, there are three times as many copies of "The World Gravure" circulated in the extremely restricted districts East and West of Central Park, the centers of New York's wealth, than in the two vast lower East Side districts combined.

IF CONCENTRATION directly within the limits of New York City means anything to the advertiser—and it should be one of his uppermost considerations—then "The World Gravure" is entitled to first place among the gravure sections of the city.

Not only has it a larger circulation than any other standard-sized gravure section in the country, but directly in Greater New York, within daily contact with its shops, "The World Gravure" has—

16% more circulation than its *three* Sunday morning competitors *combined*, purchasable at a saving of more than

82% in rate.

This brings the purchase of gravure space down to a simple matter of business economics, in which "The World Gravure" offers a service incomparably more effective in covering this well-defined territory, and at a rate designed to encourage the extensive use of this forceful medium of illustration.

Reference to the above chart showing the distribution of population on Manhattan Island, indicates more clearly than any available argument the domination of America's greatest area of retail sales by the

Over the whole of Manhattan Island, a territory which "The Sunday World" divides with four other morning papers, "The World" goes into one home in every three, as indicated by a survey of the city.

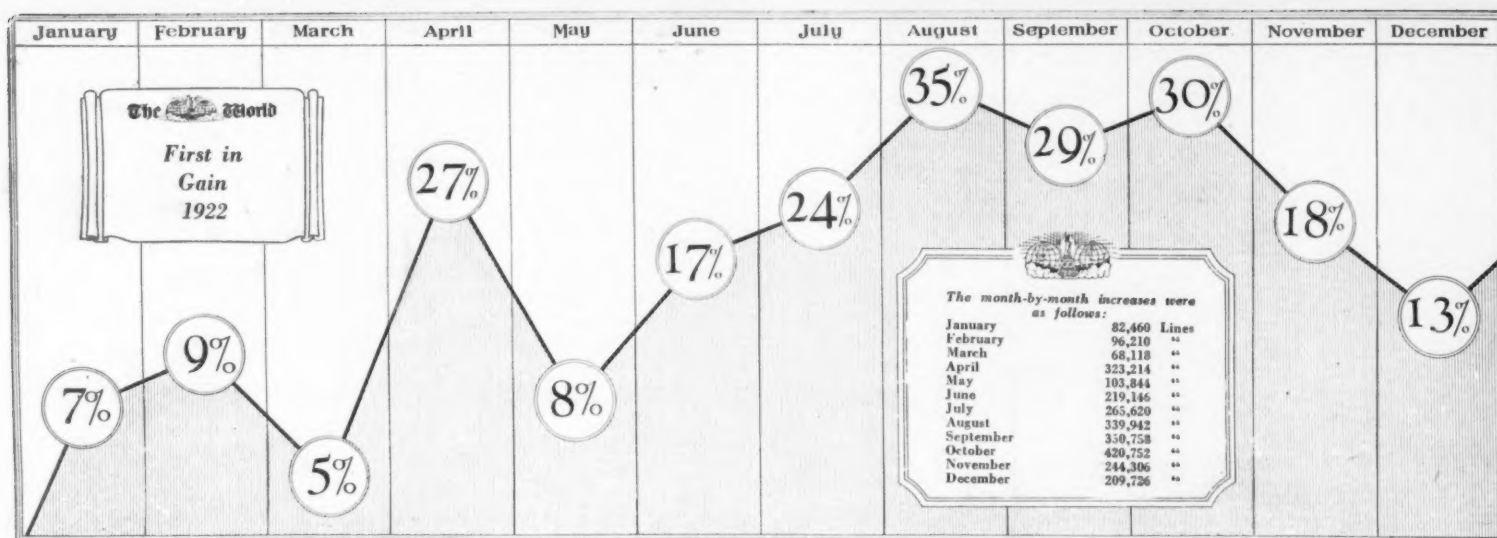
In the Upper West Side, known as the "richest Congressional District of America," investigation shows the number of homes and the number of "Sunday Worlds" delivered to be almost equal.

The upper East Side, center of the city's wealth, reveals a "World" to practically every two homes.

In those sections of densest concentration of population, we find a "World" in every seven to fifteen homes.

Advertisers who have analyzed the position of "The World Gravure" in covering New York efficiently are directly responsible for a gain of 40% in the advertising carried by "The World Gravure" during 1922 over the year previous.

New York World Gravure



The World

NEW YORK

First in Gain!

THE YEAR 1922 found THE WORLD in practical domination of the greatest area of retail sales in America, so far as the growth of its advertising indicates its usefulness to the merchants of Greater New York.

Carrying a total lineage of 17,244,090, THE WORLD closed the year with a gain of 2,723,496 lines, an increase of approximately 19% over advertising carried during 1921. This increase is more than 233,000 lines in excess of the gain registered during the year by THE WORLD'S nearest competitor.

In the matter of individual transactions alone, an infallible test of a newspaper's contact with its public, THE WORLD set an enviable record, as the following table giving the number of separate advertisements run during the year will attest:

Separate Advertisements in 1922

| | Advertisements Carried | The World's Lead |
|--------------|------------------------|------------------|
| The World | 1,712,181 | |
| The Times | 1,115,366 | 596,815 |
| The Herald | 431,695 | 1,280,486 |
| The American | 281,570 | 1,430,611 |
| The Tribune | 133,308 | 1,578,873 |

And during the year, THE WORLD increased its own lead over 1921 by printing 249,140 more advertisements, a sizable advertising business in itself. It is an achievement of no little importance to have served as the trusted inter-

mediary in 1,712,181 separate transactions, each based upon belief in the ability of THE WORLD'S columns to produce results.

In the matter of gains in advertising lineage, the leadership of THE WORLD is even more apparent, as the following year-end comparison indicates:—

| | Columns Gained | Columns Lost | The World's Advantage |
|--------------|----------------|--------------|-----------------------|
| The World | 9,726.75 | | |
| The Times | 8,410.75 | | 1,316 columns |
| The American | 3,058.75 | | 6,668 columns |
| The Herald | | 511.25 | 10,238 columns |
| The Tribune | | 421.25 | 10,148 columns |

This gain in lineage came as the climax of a period during which, for eight consecutive months, THE WORLD outdistanced the fourteen newspapers of New York in advertising increases.

That it is indicative of a concerted move on the part of far-sighted advertisers to take full advantage of the highly concentrated service offered by THE WORLD and THE EVENING WORLD is further borne out by a gain of 53,410 lines registered by the latter paper in the month of December alone.

By every standard of comparison common to advertising practice, these two newspapers offer the advertiser a value, per dollar expended, unapproachable for effectiveness in the most conspicuously active market in the country.

Pulitzer Building, New York

Ford Building
Detroit

Title Insurance Building
Los Angeles

Market and Third Streets
San Francisco

Securities Building
Seattle

Mallers Building
Chicago

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from page 66)

| Key | Firm Name | Office Address | Manager |
|------|---|---|----------------------|
| 40-E | Daily News-Record (New York) (See Number 142-C) | New York City, 154 Nassau st. | L. D. Lorentz |
| 40-F | Dallas News and Journal | Chicago, Ill., 140 S. Dearborn st. | Walter J. Scott |
| 41 | David Co., George B. | New York City, 171 Madison ave. | G. B. David |
| 41-A | Davies, O. G. | Kansas City, Mo., Hartford Bldg. | A. Roy Keator |
| 41-B | Day-Warheit (Jewish) of New York | Boston, Mass., 38 Causeway st. | O. G. Davies |
| 41-C | De Clerque, A. W. | Philadelphia, Pa., 332 S. 5th st. | S. Malkiel |
| | | Chicago, Ill., 280 Madison ave. | David B. Tierkel |
| | | San Francisco, Cal., Sharon Bldg. | Louis Klebahn |
| | | Los Angeles, Cal., San Fernando Bldg. | Fred L. Hall |
| 42 | De Clerque, E. C. | New York City, 280 Madison ave. | Louis Klebahn |
| | | Chicago, Ill., 35 N. Wabash ave. | E. C. DeClerque |
| | | San Francisco, Cal., Sharon Bldg. | Fred L. Hall |
| | | Los Angeles, Cal., San Fernando Bldg. | Fred L. Hall |
| 43 | De Clerque, Harry H. | Chicago, Ill., 35 N. Wabash ave. | H. H. DeClerque |
| | | New York City, 280 Madison ave. | Louis Klebahn |
| | | San Francisco, Cal., Sharon Bldg. | Fred L. Hall |
| | | Los Angeles, Cal., San Fernando Bldg. | Fred L. Hall |
| 44 | De Clerque, Inc., Henry | Chicago, Ill., 35 N. Wabash ave. | Henry DeClerque |
| | | New York City, 280 Madison ave. | Louis Klebahn |
| | | San Francisco, Cal., 55 N. Montgomery st. | Fred L. Hall |
| | | Los Angeles, Cal., San Fernando Bldg. | Fred L. Hall |
| 44-A | Delaney & Hildebrand | San Francisco, Cal. | Flood Bldg. |
| 44-B | Delano, Horace H. (See Number 31-D) | New York City, Times Bldg. | Rodrigo De Llano |
| 44-C | De Llano, Rodrigo | San Francisco, Cal. | Chronicle Bldg. |
| 44-D | Denning Co., Edwin | St. Louis, Mo. | Globe-Democrat Bldg. |
| 44-E | Dennis, Sam | Detroit, Mich. | New Telegraph Bldg. |
| 44-F | Detroit Financial News Bureau (Financial America) | Detroit, Mich. | New Telegraph Bldg. |
| 44-G | Dickson, J. A. (See Number 31-B) | Detroit, Mich. | New Telegraph Bldg. |
| 44-H | Dietter, P. W. (See Numbers 98-N, 98-T) | Kansas City, Mo. | Republic Bldg. |
| 45 | Dillon, George F. | Kansas City, Mo. | Republic Bldg. |
| 45-A | Donnelly Special Agency | Philadelphia, Pa., 920 Walnut st. | George Donnelly |
| | | Chicago, Ill., 209 5th ave. | Kean Donnelly |
| 47 | Douglas, Robert E. | Chicago, Ill., 154 Nassau st. | R. E. Douglas |
| 46 | Drey-Donohoe-Drey | New York City, 44 Broad st. | William D. Ward |
| | | Chicago, Ill., 208 S. LaSalle st. | Adolf Drey |
| 47-A | Dow, Jones & Co. | New York City, 120 5th ave. | Frank H. Burns |
| | | Boston, Mass., Little Bldg. | Frank H. Burns |

| Key | Firm Name | Office Address | Manager |
|------|----------------------------------|--|----------------------|
| 54-E | Gibbs, H. W. | Chicago, Ill., 208 La Salle st. | H. W. Gibbs |
| 54-F | Gilman, Don E. (See Number 31-D) | Chicago, Ill., 208 La Salle st. | H. W. Gibbs |
| 55 | Gilman, Nicoll & Ruthman | New York City, Canadian-Pacific Bldg. | Louis Gilman |
| | | Chicago, Ill., Tribune Bldg. | A. W. Suck |
| | | Boston, Mass., Tremont Bldg. | A. G. Rothmann |
| | | San Francisco, Cal., Monadnock Bldg. | Stanley L. Lutz |
| 55-A | Gilmore, Lucille Brian | Chicago, Ill., 30 N. Dearborn st. | R. J. Davis |
| 55-B | Govin, R. R. | New York City, 90 West st. | L. C. Gilmore (Mrs.) |
| 56 | Grant, A. D. | Atlanta, Ga., Constitution Bldg. | Francis Lawton, Jr |
| 57 | Gravure Service Corporation | New York City, 171 Madison ave. | James A. Young |
| | | Chicago, Ill., 308 N. Michigan ave. | T. F. McGrane |
| | | Los Angeles, Cal., San Fernando Bldg. | T. F. McGrane |
| | | San Francisco, Cal., 55 New Montgomery | Fred L. Hall |
| | | Boston, Mass., Little Bldg. | Frank H. Burns |

H

L

(Continued on page 76)

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from Page 75)

Table with columns: Key, Firm Name, Office Address, Manager. Includes entries for Leavenworth (Kan.) Daily, Los Angeles Examiner, Los Angeles Evening Herald, etc.

Table with columns: Key, Firm Name, Office Address, Manager. Includes entries for New York Tribune, New York World, New York & Connecticut News Bureau, etc.



“EVERY DAY IN EVERY WAY”

Applied to business through the Advertising Columns of Newspapers, is working wonders

Gloomy discussion of “business conditions” some time back almost supplanted weather talk in conversational circles. Great as was the harm done, it is quickly being repaired.

A new era is dawning. Confidence and assuredness are developing to an amazing degree.

Strange as it may seem, the public's ability and willingness to absorb has exceeded the producers' sale and supply energy.

It takes tremendous buyer demand to overcome the inertia of seller timidity, but a bold, confident seller activity quickly sweeps away buyer hesitancy.

The manufacturer and the seller found it a bit difficult to get up speed again, but it is gaining every day, and we are further along Prosperity Road than many people realize. The advertising columns of newspapers not only reflect this condition, but have contributed greatly to it.

We firmly believe that those who have bravely and intelligently kept before the prospective buying public with telling advertising in the newspapers covering their markets are OUTDISTANCING COMPETITION.

We are the National Advertising Representatives of twenty progressive newspapers in that many fine cities of the United States.

We are equipped to lay before any interested advertiser or advertising agency a vast amount of up-to-the-minute information regarding the market opportunities and publicity advantages of those cities, whenever and wherever you say.

The John Budd Company

*National Advertising Representatives
of Newspapers*

9 East 37th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Securities Building
SEATTLE

NEWSPAPER ADVERTISING REPRESENTATIVES IN U. S.

(Continued from page 76)

Table with columns: Key, Firm Name, Office Address, Manager. Includes entries for Sears, Post-Intelligencer, Select Country Newspaper Association, Inc., Shirk, D. M., Shull, Karl J., Shuman, A. L., Smith Special Agency, A. F., Smith, A. H., Spencer, Jess F., Stapleford, E. B., Stevens & Baumann, Inc., Stockwell, W. H., Stone, Howard P., Story, Brooks & Finley, Swan, Caroll J., Sweeney & Price.

T

Table with columns: Key, Firm Name, Office Address, Manager. Includes entries for Taylor, Carson; Taylor, Frank C.; Temple, W. M.; Texas Daily Press League Advertising Bureau; Theis Co., S. C.; Tierkel, David B.; Topeka, Capital; Tuerke, Carl W.

U

Table with columns: Key, Firm Name, Office Address, Manager. Includes entries for Uhl, Milt; United Country Press.

V

Table with columns: Key, Firm Name, Office Address, Manager. Includes entry for Verree & Conklin.

W

Table with columns: Key, Firm Name, Office Address, Manager. Includes entries for Wakefield, Manning; Wall Street Journal; Wallace, A. G.; Wallis & Son, I. S.; Ward, Inc.; Ward, William D.; Warner, Robert O.; Watson, Inc.; Western Press Association; Wheeler & Northrup; Williams, Lawrence & Cresmer Co.; Wilson, Elmer; Wilson, William H.; Winer Special Agency, H. I.; Withington, C. M.; Wohl, Harry D.; Wolf, Sidney J.; Wolsky, Inc.; Women's Wear; Women's Wear Company; Woodruff, Robert W.; Woodward, John B.; Woodward & Kelly; Wyman, William A.; Young, M. C.; Young & Ward.

Y

Should you change representation

—Please consider our list is composed entirely of papers of character and known value—noted for their reliability.

To be associated with such papers gives standing and prestige.

We are never in the unfortunate position where weak papers have to be pushed at the expense of the strong.

There is room here for two more newspapers that want high efficiency service and the increased lineage that goes with strong association, and aggressive representation.

Our list is:—

Table with columns: City, Circulation, Newspaper Name, Description. Includes entries for Spokane, Wash., Boise, Idaho, Fresno, Calif., Montreal, Canada.

Twenty-five years in the field—a wide acquaintance east and west—well covered territory.

Four solicitors for five newspapers—individual service.

No billing and collecting. Our motto is "Dual sales work—with advertiser and agency."

Write or wire. Full particulars furnished without incurring obligations.

Wm. J. Morton Co.

Tribune Bldg. Chicago 200 Fifth Ave. New York

RESULTS COUNT



The Times-Picayune
NEW ORLEANS
December 7th, 1922.

During the first nine months of 1922 The Times-Picayune carried 9,243,251 lines of local display advertising, the New Orleans Item, for the same period, carried 7,321,734 lines, and the New Orleans States carried 4,366,515 lines.

The Times-Picayune has been represented by Cone, Hunton & Woodman in the foreign field since 1913. We believe that Cone, Hunton & Woodman, Inc., is the liveliest organization in the country today. They are always on their toes, and manage to secure every available line of advertising in their field. They have offices in New York, Chicago, Detroit, Atlanta, St. Louis, Kansas City, as well as on the Pacific Coast. The wonderful showing that they are making for us speaks for itself.

With best wishes, we are,
Yours very truly,
Nathan O. Fullmer
Business Manager.

November 11, 1922.

Cone, Hunton & Woodman, Inc.,
225 Fifth Ave.,
New York, N. Y.

Attention Mr. M. D. Hunton.

Dear Mr. Hunton—I am enclosing herewith several copies of our report showing gains or losses for advertising carried in all three Salt Lake papers for October. Of course, as you know, the total number of inches as shown here is six days against seven for The Telegram and Tribune.

I certainly want to congratulate you, as well as the rest of the boys, for the splendid showing you have given in foreign lineage—October with nearly 59% increase, September increase 39.6%, August increase 31%. In October, 1922, we carried over 50% more foreign advertising than the third paper, The Telegram—we were second.

In October, 1921, we were third, The Telegram, which is now third, then beat us 34% in foreign advertising.

With kindest personal regards, we are,
Very truly yours,
THE DESERET NEWS.
(Signed) Nathan O. Fullmer,
Business Manager.

NOF:EVH

The Lee Syndicate Newspapers

December 15, 1922.

Cons. Hunton & Woodman,
New York City.

Gentlemen—Please accept my thanks to your organization for the splendid increase in volume of foreign business which you have secured for all of our papers during this year.

You have represented our papers for a number of years, and each year, with one exception, has shown a substantial increase. You have a large and efficient organization which has taken care of us in every possible way.

Trusting that you will be able to duplicate our 1922 increase in 1923, I remain, with best wishes,
Yours truly,
E. P. Adler
President.

EPA-A

THE SUPREMACY IN NATIONAL ADVERTISING which we are obtaining for the above and other newspapers we have the honor to represent is based on:

Our methods of analyzing markets and showing how the circulation of the newspapers we represent grips those markets

plus

An equipment of forceful solicitors operating from seven offices covering the entire country, and an unusual department of co-operation

plus

Work—Intelligent, Indefatigable, Never-let-up Work

IF you are not getting the results we are giving the newspapers we represent—

IF your market, and the buying power of your circulation with its influence in the community are not being sold to advertisers—

IF you believe in up-to-date business methods applied to securing National advertising in this modern business age and want

Work, Effective Work, More Work Behind Your Newspaper

THEN we shall be glad to discuss representation with you.

CONE, HUNTON AND WOODMAN

New York
225 Fifth Avenue

Chicago
130 North Wells Street

Atlanta
Constitution Bldg.

Detroit
Lightner Bldg.

St. Louis
Victoria Bldg.

San Francisco
Hobart Bldg.

Los Angeles
Salvage Trust Bldg.

Newspaper Representatives

DIRECTORY OF MERCHANDISING PAPERS

UNITED STATES

Compiled and Copyrighted 1923 by The Editor & Publisher Company

Table for ARKANSAS with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for CALIFORNIA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for COLORADO with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for CONNECTICUT with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for DISTRICT OF COLUMBIA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for GEORGIA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for ILLINOIS with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for INDIANA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for IOWA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for KANSAS with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for KENTUCKY with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for LOUISIANA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for MASSACHUSETTS with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for MICHIGAN with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for MINNESOTA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

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Table for MONTANA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for NEBRASKA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for NEW JERSEY with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for NEW YORK with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

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Table for TEXAS with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for UTAH with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for VIRGINIA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for WASHINGTON with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for WISCONSIN with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

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Table for MANITOBA with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for ONTARIO with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

Table for ANNIVERSARIES, CELEBRATIONS, ETC. with columns: City, Paper, Publishing Paper, Editor, No. pgs., Col. per p.

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EXPLANATION OF KEY LETTERS: A—annually. A preceded by a number indicates number of issues in the year. BM—bi-monthly. M—monthly. O—occasionally. Q—quarterly. SA—semi-annually. SM—semi-monthly. W—weekly.

ANNIVERSARIES, CELEBRATIONS, ETC. New Orleans Times-Picayune—85th birthday. Newton Kansas—50th anniversary. New York Press Club—50th anniversary of founding. Passaic (N. J.) Daily Herald—50th anniversary of founding. Philadelphia Evening Bulletin—diamond jubilee. Portland (Ore.) Journal—20th birthday. Sandusky (O.) Register—100th birthday. Shasta (Cal) Courier—70 years old. Shreveport (La.) Times—50th anniversary of founding. South Bend (Ind.) Tribune—50th birthday. University of Wisconsin Daily Cardinal—30th birthday. Wichita (Kan.) Eagle—50 years old.

Growth That Reflects Baltimore's Prosperity

Again The Sunpapers have made a splendid twelvemonth's showing in both advertising and circulation. In 1922 The Sunpapers carried a total of 29,016,436 agate lines of advertising, showing a gain over the previous year of 1,959,974 agate lines.

The Sunpapers' Advertising Record

(Agate Lines)

| | 1922 | 1921 | GAIN |
|------------------------------|-------------------|-------------------|------------------|
| THE SUN..... | 8,031,110 | 7,684,482 | 346,628 |
| THE EVENING SUN..... | 14,238,848 | 12,510,782 | 1,728,066 |
| THE SUNDAY SUN..... | 6,746,478 | 6,861,198 | -114,720 |
| THE THREE SUNPAPERS.. | 29,016,436 | 27,056,462 | 1,959,974 |

A Notable Gain in Circulation

In average net paid circulation for 1922, THE SUN and THE EVENING SUN show a gain of 13,461 over the year previous, an average gain of more than 6.2 per cent.

During the same period THE SUNDAY SUN made a gain of 7,833, or a 5.19 per cent. increase over the average net paid Sunday circulation for 1921.

The Sunpapers' Circulation Record

Average Net Paid

| | 1922 | 1921 | Gain |
|----------------------------------|----------------|----------------|---------------|
| THE SUN..... | 118,291 | 114,632 | 3,659 |
| THE EVENING SUN..... | 110,867 | 101,065 | 9,802 |
| MORNING & EVENING.... | 229,158 | 215,697 | 13,461 |
| The Sunday Sun | | | |
| | 1922 | 1921 | Gain |
| THE SUNDAY SUN..... | 158,714 | 150,881 | 7,833 |

The Service Department of THE SUN stands always ready to assist those who may be planning an advertising campaign for Baltimore but who may be in need of special merchandising advice.

*Everything In Baltimore
Revolves Around*

THE

Morning



Evening

SUN

Sunday

GUY S. OSBORN
Tribune Bldg., Chicago

JOHN B. WOODWARD
Times Bldg., New York

Baltimoreans Don't Say Newspaper—They Say "SUNPAPER"

CIRCULATIONS AND ADVERTISING RATES OF 2,033 U. S. ENGLISH LANGUAGE DAILIES

Ninth Semi-Annual Listing by Editor & Publisher Also Includes 546 Sunday Newspapers, and All Dailies of Canada—Circulations as of Oct. 1, 1922—Rates Checked to Jan. 22, 1923

RECOVERY from the hard times of war and after-war periods has been more marked in the newspaper business in the past six months than at any time since 1918. There were five more newspapers published in the morning on January 22, 1923, than there were on May 15, 1922, when the lists closed on the last tabulation by EDITOR & PUBLISHER. There were 11 more evening newspapers and there were three more Sunday newspapers. The grand total of morning, evening and Sunday newspapers is 19 more than for the previous period. This is the first tabulation of the nine that have been published in which the number of morning papers shows an increase, and it marks the largest increase in the number of evening newspapers that has been noted.

Circulations of all morning, evening and Sunday newspapers totaled as of October 1, 1922, 49,384,666 copies per issue, an increase of 469,891 copies, or 1.07 per cent. There are listed 426 morning papers, 1,607 evening papers and 546 Sunday papers, a total of 2,579 issues. Other data given in the "Ready Reckoner for Space-Buyers" on the following page includes the advertising rates, by states, of morning, evening, combined morning and evening, and Sunday papers, the circulations by states of each of these classes, comparative summaries for semi-annual periods for the past two years, similar summaries, by provinces, for the Dominion of Canada and for the Territories of the United States.

United States circulations are taken from reports to the Audit Bureau of Circulations for the six months' period ending October 1, 1922, or from publishers' statements to the U. S. Postoffice for the same period. Canadian circulations are from reports to the A. B. C. or sworn statements by publishers.

Advertising rates are taken from statements by publishers to EDITOR & PUBLISHER and have been corrected to January 22, 1923. The rates given are the minimum charges per agate line on local and on national advertising, and the conclusions in the Ready Reckoner are based only on the latter. Local rates have never been tabulated before and it has not been possible to prepare in time for publication in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK an analysis comparing local and national charges.

On this page appears a box entitled "Basic Facts for the Buyers and Sellers of Newspaper Advertising Space," analyzing and comparing the number of morning, evening and Sunday newspapers with circulations, joint minimum advertising rates, and rates per line per million circulation, as of December 31, 1922; May 15, 1922; November 15, 1921; May 15, 1921, and November 15, 1920.

U. S. MORNING PAPERS

Morning papers, according to this summary, increased between April 1, 1922, and December 31, 1922, from 421 to 426. Their net paid circulation on October 1, 1922, was 10,809,619 copies per issue. Their joint minimum advertising rate was \$27.529. This circulation was an increase of 510,374 copies, 40 states showing an increase over their last previous totals and the other nine (including the District of Columbia) showing negligible declines. Of this increase, over 100,000 copies were accounted for in New York city.

The joint minimum national advertising rate increased \$1,258 over the May 15 total for morning papers, and \$1,577 over the total on November 15, 1921.

U. S. EVENING PAPERS

Evening papers increased from 1,596 on April 1, 1922, to 1,607. Their circulations showed a slight decrease, due to the facts that several important consolidations and suspensions have taken effect in the past six months and that the resultant circulation from these changes and from the establishment of new evening papers in a number of large cities will not appear on official reports until April 1. The decrease shown by the present listing is 1,098 copies per day. Small losses are shown from the April 1 figures by 23 states and gains by 26.

Joint minimum advertising rates for evening papers rose to \$63.116, an increase over the May 15 rate of \$2,061, and an increase of \$3,107 over the rate on November 15, 1921.

U. S. SUNDAY NEWSPAPERS

Sunday newspapers, numbering 546 on January 22, show an increase of three since the last listing. Their circulation averaged 19,676,725 net paid copies per issue and their joint minimum advertising rate was \$45.829 per agate line.

Circulations of large Middle Western and

Eastern Sunday newspapers are now in process of adjustment—particularly the Hearst New York and Chicago Sunday papers, which have cut down their distribution in territory covered by new Hearst enterprises whose totals do not yet appear in reports. The decrease in Sunday circulation from the total for the April 1 period is 39,385 copies, all of which is accounted for in this manner. Thirty states show healthy gains in Sunday circulation, one of these (New Hampshire) having a Sunday paper for the first time since these records have been kept, and 18, including New York and Illinois, show losses. Losses in circulation shown for evening and Sunday newspapers are, therefore, technical and, if the figures were available, these classifications would appear as having made substantial gains over their totals of last Spring.

Sunday joint advertising rates increased \$1.412 over May 15 and \$1.576 over November 15, 1921.

U. S. MORNING AND EVENING PAPERS

Morning and evening newspapers totaled 2,033, an increase of 16 over the May 15 total. Their circulations amounted to 29,707,941 copies a day and their joint advertising rate was \$90.645. Six months ago these papers had 29,198,665 copies and a joint minimum advertising rate of \$87.326 per line. As of November 15, 1921, there were 2,028 morning and evening papers, circulating 28,423,740 copies, at a joint rate of \$86.051 per line.

U. S. DAILY AND SUNDAY PAPERS

Combined morning, evening and Sunday newspapers now number 2,579, almost up to the high water mark of the post-war period—2,584. There are 19 more than there were six months ago and 6 more than a year ago, which would seem to indicate that the birth rate is again ahead of the death rate for the daily press. Total circulations also set a new high mark—higher than that of the war era—and, with new dailies in large cities making their first statements next April 1, the tenth listing by EDITOR & PUBLISHER should show the fruition of some healthy gains that are now being nourished in all three classes. The present total, as it is, is almost 2,000,000 copies per issue ahead of the showing in October, 1921.

This gain of approximately 4 per cent in circulation fully warrants the increase noted in total advertising rates—\$6.17, or a trifle less than 4 per cent. Increases in rate have been more frequent during the past three months—effective January 1, 1923—than since 1920, but

they have been small increases fully justified by circulation growth and made necessary by steady rises in the cost of newspaper production. The general level of newspaper contract prices is about 7 per cent higher than it was a year ago and wages to mechanical forces, as weekly notes in EDITOR & PUBLISHER have shown, are either definitely higher than they were a year ago in most cities or approximately the same. Prospects of rising cost of living during the next few months face the newspapers with additions to their payrolls in the form of scale increases or temporary bonuses.

CANADIAN NEWSPAPERS

Canadian newspapers are tabulated separately from the United States publications. There are 118 morning, evening and Sunday newspapers, of which 26 are morning, 85 are evening and 7 are Sunday. This is a decrease from the listing as of May 15 of 1 morning paper and 5 evening papers. Circulations total, morning, evening and Sunday, 2,025,822 copies per issue, the major portion of this circulation being audited by the A. B. C. This is a decrease of 4,106 copies, but, like the similar decreases in the United States, it is technical rather than actual, as the results of changes in several fields, which would have been more than enough to overcome this loss, do not yet appear in the statements to the A. B. C.

Morning circulations are now 492,399 copies, against 500,478 copies six months ago. Evening circulations are 1,262,984 copies, against 1,262,511 copies as of April 1. Sunday circulations are 270,439 copies per issue, compared with 266,939 copies in the previous listing.

Combined minimum advertising rates of morning, evening and Sunday newspapers total \$5.332. The rate for the 26 morning papers with their 492,399 circulation is \$1.401. The rate for the 112 evening papers with the 1,262,984 copies per day is \$3.326. The rate for the seven Sunday papers, with 270,439 circulation per day, is \$0.605. Six months ago, the 27 morning papers had a combined rate of \$1.446, the 91 evening papers sold for \$3.497, while the seven Sunday papers had a joint rate of \$0.593. This is a decrease of 4.5 cents in the morning rate, a decrease of 17.1 cents in the evening rate, and an increase of 1.2 cents in the Sunday rate.

Rate per line per million circulation of Canadian morning papers is now \$2.84, a decrease of 4 cents from the previous total. Evening papers now circulate one agate line one million times for \$2.63, against \$2.77 six

months ago. Sunday rate per line per million is now \$2.23, against \$2.22 in May.

MILLINE RATES

Returning to the United States dailies, we find that advertisers, with the greatest volume of daily and Sunday circulation that has ever been placed at their disposal, are paying less per line per million for it than they were two years ago. In other words, according to the recognized standard of measurement of the cost of newspaper space, it is cheaper now than it was two years after the war ended. Since October 1, 1920, newspaper circulations, daily and Sunday, have raised their totals from 44,874,260 copies per day to 49,384,666 copies. Their joint advertising rates have risen from \$125.725 to \$136.474 per agate line. Their charge for putting an agate line into circulation one million times in November, 1920, was \$2.801. It is now \$2.757, a decrease of 4.4 cents, or 1.56 per cent.

Morning paper rates per line per million circulation are lower now than at any time during the past two years. Their circulation since October 1, 1920, has risen from 9,827,775 net paid per day to 10,809,619 copies net paid per day, a gain of 981,844 copies, or 9.9 per cent. In the meantime their advertising rates have risen only from \$26.141 to \$27.529, an advance of \$1.388 cents, or a trifle over 5 per cent. Their milline rate has dropped from \$2.659 two years ago to \$2.523, a decrease of 13.6 cents, or 5.11 per cent.

Calculations based on available evening paper circulation figures do not represent the truth, for the reasons given above. As it stands now, evening papers have a milline rate of \$3.339, an increase of 10.9 cents, or 3.36 per cent over their figure of six months ago, and an increase of 23.4 cents, or 7.53 per cent over their rate of two years ago. To arrive at a true basis of comparison it would be necessary to omit from consideration all advertising rates of new or consolidated newspapers whose circulations are not yet officially recorded, and to do this on every tabulation for every period for which comparisons were desired. Obviously, the labor and expenditure of time entailed in this task would be too great for compensation by the nearer approach to accuracy that the method would secure.

The same is true of the figures for Sunday papers, of which a number were started during the six months ending October 1, or thereafter. Even with the lack of full circulation figures to offset the increases in advertising rates by the addition of new papers, the total rate per line per million is lower than it was two years ago by 7.6 cents, or 3.16 per cent. Then Sunday circulations totaled 17,083,604 copies per issue. Now, with the figures available, a total of 19,676,725 copies is shown. This is an increase of 2,593,121 copies, or 15.1 per cent.

Advertising rates of Sunday newspapers in the meantime have risen from \$41.107 to \$45.829, an increase of 11.4 per cent. For the reasons stated, the milline rate appears higher now than it was six months ago, but even at that, it is ridiculously low—\$2.329.

Taking the October, 1922 figures in comparison with those for October, 1921, it is possible to draw a picture in truer perspective. Morning papers for that period show an increase in net paid circulation of 665,359 copies, or 6.6 per cent. Their advertising rates have increased from \$25.952 to \$27.529—\$1.477, or 5.6 per cent. Their milline rate has dropped from \$2.558 to \$2.523—3.5 cents, or 1.37 per cent.

Evening paper circulations have increased in the twelve-month period from 18,279,480 copies per day to the nominal figure of 18,898,322 copies—actually the figure should be 100,000 copies per day over that mark. The gain is 618,842 copies, or 3.4 per cent. Their advertising rates have advanced from \$60.009 to \$63.116, an increase of \$3.107, or 5.1 per cent. Their milline rate has increased from \$3.287 to \$3.339, a gain of 5.2 cents, or 1.58 per cent.

Sunday circulations have increased in the year from 19,041,415 copies to the nominal figure of 19,676,725 copies, a gain of 635,312 copies, or 3.3 per cent. Their advertising rates have increased from \$44.253 to \$45.829, an advance of \$1.576, or 3.6 per cent. Their milline rate has increased from \$2.324 to \$2.329, a raise of half a cent, or one-fifth of one per cent.

It is therefore safe to conclude that there have been no inordinate increases in newspaper advertising costs in the past year, that in fact, with full data available, a decrease might be shown. Service to reader and to advertiser is now being rendered with a closer eye to results and a looser hold on the newspaper purse-strings than at any time in recent years.

BASIC FACTS FOR BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Morning Papers

| Period | Number of Papers | Total Net Paid Circulation | Total Agate Line Rate | Rate Per Million Circulation | Difference in Rate Per Million Circulation as of Dec. 31, 1922 |
|----------|------------------|----------------------------|-----------------------|------------------------------|--|
| 12/31/22 | 426 | 10,809,619 | \$27.529 | \$2.523 | |
| 5/15/22 | 421 | 10,299,245 | 26.271 | 2.550 | Decrease \$0.027 1.05% |
| 11/15/21 | 427 | 10,144,260 | 25.952 | 2.558 | Decrease 0.035 1.37% |
| 5/15/21 | 432 | 9,894,693 | 26.178 | 2.645 | Decrease 0.122 4.61% |
| 11/15/20 | 437 | 9,827,775 | 26.141 | 2.659 | Decrease 0.136 5.11% |

Evening Papers

| | | | | | |
|----------|-------|------------|--------|-------|----------------------|
| 12/31/22 | 1,607 | 18,898,322 | 63.116 | 3.339 | |
| 5/15/22 | 1,596 | 18,899,420 | 61.055 | 3.230 | Increase 0.109 3.36% |
| 11/15/21 | 1,601 | 18,279,480 | 60.009 | 3.287 | Increase 0.052 1.58% |
| 5/15/21 | 1,606 | 18,238,389 | 59.995 | 3.289 | Increase 0.050 1.52% |
| 11/15/20 | 1,605 | 17,962,881 | 58.477 | 3.105 | Increase 0.234 7.53% |

Sunday Papers

| | | | | | |
|----------|-----|------------|--------|-------|----------------------|
| 12/31/22 | 546 | 19,676,725 | 45.829 | 2.329 | |
| 5/15/22 | 543 | 19,716,110 | 44.412 | 2.252 | Increase 0.077 3.01% |
| 11/15/21 | 545 | 19,041,413 | 44.253 | 2.324 | Increase 0.005 0.21% |
| 5/15/21 | 536 | 18,948,178 | 43.388 | 2.289 | Increase 0.040 1.74% |
| 11/15/20 | 522 | 17,083,604 | 41.107 | 2.405 | Decrease 0.076 3.16% |

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 426 Morning, 1,607 Evening and 546 Sunday Newspapers Given in Detail on Preceding Pages, Are Summarized by States and Nationally For U. S. and Canada For Use of Buyers and Sellers of Newspaper Space

| State | Population 1920 Census | English Language Dailies | | | Total Net Paid Circulation | | | Joint Minimum Advertising Rate Per Line Py State | | | Number Sunday Papers | Total Sunday Circulation | Joint Sunday Advertising Rate |
|-------------------------------------|---------------------------|--------------------------|-------|-------|----------------------------|------------|------------|--|----------|----------|----------------------------|--------------------------------|--|
| | | Morn. | Eve. | Total | Morning | Evening | Total | Morning | Evening | Total | | | |
| Alabama | 2,348,174 | 3 | 19 | 22 | 70,155 | 156,752 | 226,907 | \$.210 | \$.694 | \$.904 | 9 | 191,286 | \$.583 |
| Arizona | 334,162 | 8 | 10 | 18 | 33,505 | 26,887 | 60,392 | .262 | .291 | .553 | 9 | 38,749 | .295 |
| Arkansas | 1,752,204 | 7 | 28 | 35 | 67,515 | 54,836 | 122,351 | .238 | .523 | .761 | 9 | 115,102 | .374 |
| California | 3,426,861 | 39 | 101 | 140 | 639,218 | 928,404 | 1,567,622 | 2.112 | 3.728 | 5.840 | 40 | 1,106,242 | 3.006 |
| Colorado | 939,629 | 9 | 26 | 35 | 59,693 | 231,397 | 291,090 | .302 | .860 | 1.162 | 12 | 300,876 | .724 |
| Connecticut | 1,380,631 | 6 | 26 | 32 | 92,103 | 280,535 | 372,638 | .300 | .930 | 1.230 | 7 | 158,679 | .460 |
| Delaware | 223,003 | 1 | 2 | 3 | 8,300 | 31,186 | 39,486 | .040 | .110 | .150 | 1 | 14,169 | .060 |
| District of Columbia | 437,571 | 2 | 3 | 5 | 109,721 | 194,327 | 304,048 | .330 | .560 | .890 | 3 | 305,403 | .680 |
| Florida | 968,470 | 12 | 21 | 33 | 87,964 | 72,181 | 160,145 | .500 | .568 | 1.068 | 17 | 115,668 | .670 |
| Georgia | 2,895,832 | 8 | 20 | 28 | 128,666 | 185,831 | 314,497 | .383 | .724 | 1.107 | 16 | 383,954 | .914 |
| Idaho | 431,866 | 5 | 8 | 13 | 27,049 | 26,564 | 53,613 | .163 | .210 | .373 | 7 | 42,276 | .229 |
| Illinois | 6,485,280 | 14 | 103 | 117 | 981,531 | 1,394,888 | 2,376,419 | 1.645 | 4.063 | 5.708 | 19 | 1,667,150 | 2.620 |
| Indiana | 2,930,390 | 23 | 103 | 126 | 276,951 | 585,347 | 862,298 | .789 | 2.457 | 3.246 | 19 | 333,419 | .953 |
| Iowa | 2,404,021 | 6 | 44 | 50 | 128,121 | 492,270 | 620,391 | .325 | 1.793 | 2.118 | 10 | 307,252 | .909 |
| Kansas | 1,769,257 | 10 | 52 | 62 | 127,156 | 228,535 | 355,691 | .419 | 1.207 | 1.626 | 13 | 225,343 | .654 |
| Kentucky | 2,416,630 | 9 | 22 | 31 | 132,535 | 160,020 | 292,555 | .394 | .779 | 1.173 | 10 | 187,651 | .520 |
| Louisiana | 1,798,509 | 2 | 11 | 13 | 102,290 | 145,837 | 248,127 | .220 | .465 | .685 | 4 | 302,694 | .600 |
| Maine | 768,014 | 5 | 6 | 11 | 72,637 | 63,103 | 135,740 | .220 | .187 | .407 | 1 | 28,658 | .070 |
| Maryland | 1,449,661 | 5 | 10 | 15 | 193,355 | 249,252 | 442,607 | .395 | .646 | 1.041 | 3 | 337,522 | .700 |
| Massachusetts | 3,852,356 | 10 | 59 | 69 | 816,204 | 1,243,206 | 2,059,410 | 1.480 | 3.539 | 5.019 | 13 | 1,404,629 | 2.633 |
| Michigan | 3,668,412 | 6 | 52 | 58 | 207,055 | 805,730 | 1,012,735 | .445 | 2.246 | 2.691 | 12 | 555,786 | 1.410 |
| Minnesota | 2,387,125 | 6 | 33 | 39 | 160,918 | 544,116 | 705,034 | .351 | 1.494 | 1.845 | 8 | 483,988 | .919 |
| Mississippi | 1,790,618 | 3 | 11 | 14 | 11,746 | 37,399 | 49,145 | .070 | .259 | .329 | 5 | 25,917 | .140 |
| Missouri | 3,404,055 | 9 | 56 | 65 | 637,652 | 890,776 | 1,528,428 | 1.018 | 2.238 | 3.256 | 15 | 1,204,985 | 1.988 |
| Montana | 548,889 | 11 | 7 | 18 | 59,380 | 25,994 | 85,374 | .390 | .188 | .578 | 11 | 83,029 | .475 |
| Nebraska | 1,296,372 | 6 | 19 | 25 | 116,242 | 246,379 | 362,621 | .264 | .812 | 1.076 | 8 | 297,379 | .724 |
| Nevada | 77,407 | 3 | 5 | 8 | 7,027 | 8,548 | 15,575 | .055 | .124 | .179 | 3 | 7,027 | .055 |
| New Hampshire | 443,083 | 2 | 10 | 12 | 16,170 | 41,652 | 57,822 | .095 | .260 | .355 | 1 | 14,272 | .070 |
| New Jersey | 3,155,900 | 7 | 30 | 37 | 83,613 | 505,480 | 589,093 | .314 | 1.531 | 1.845 | 9 | 156,162 | .521 |
| New Mexico | 360,350 | 1 | 5 | 6 | 8,419 | 13,857 | 22,276 | .030 | .102 | .132 | 2 | 13,769 | .059 |
| New York | 10,385,227 | 32 | 101 | 133 | 2,369,408 | 2,694,829 | 5,064,237 | 5.052 | 8.029 | 13.081 | 32 | 3,911,248 | 6.904 |
| North Carolina | 2,559,123 | 11 | 28 | 39 | 104,825 | 101,608 | 206,433 | .436 | .651 | 1.087 | 13 | 152,056 | .561 |
| North Dakota | 646,872 | 2 | 8 | 10 | 21,547 | 34,405 | 55,952 | .085 | .278 | .363 | 2 | 23,235 | .120 |
| Ohio | 5,759,394 | 18 | 118 | 136 | 490,137 | 1,656,094 | 2,146,231 | 1.393 | 4.546 | 5.939 | 26 | 951,134 | 2.228 |
| Oklahoma | 2,028,283 | 11 | 38 | 49 | 132,411 | 198,027 | 330,438 | .488 | 1.195 | 1.683 | 25 | 225,716 | .974 |
| Oregon | 783,389 | 7 | 21 | 28 | 98,924 | 218,794 | 317,718 | .315 | .797 | 1.112 | 10 | 237,851 | .615 |
| Pennsylvania | 8,720,017 | 37 | 136 | 173 | 1,106,850 | 1,865,831 | 2,972,681 | 2.631 | 4.975 | 7.606 | 20 | 1,616,942 | 3.307 |
| Rhode Island | 604,397 | 2 | 8 | 10 | 36,148 | 154,135 | 190,283 | .092 | .458 | .550 | 3 | 69,748 | .235 |
| South Carolina | 1,683,724 | 6 | 11 | 17 | 59,847 | 60,713 | 120,560 | .243 | .311 | .554 | 8 | 88,378 | .318 |
| South Dakota | 636,547 | 4 | 13 | 17 | 21,520 | 57,622 | 79,142 | .114 | .358 | .472 | 4 | 22,824 | .139 |
| Tennessee | 2,337,885 | 5 | 13 | 18 | 179,540 | 253,045 | 432,585 | .350 | .687 | 1.037 | 10 | 280,994 | .800 |
| Texas | 4,663,228 | 20 | 84 | 104 | 257,193 | 512,717 | 769,910 | 1.080 | 2.585 | 3.665 | 48 | 714,854 | 2.427 |
| Utah | 449,396 | 1 | 5 | 6 | 38,143 | 63,497 | 101,640 | .080 | .253 | .333 | 3 | 102,465 | .270 |
| Vermont | 352,428 | 2 | 8 | 10 | 20,529 | 32,626 | 53,155 | .090 | .139 | .229 | .. | .. | .. |
| Virginia | 2,309,187 | 9 | 20 | 29 | 108,678 | 178,720 | 287,398 | .332 | .704 | 1.036 | 11 | 147,115 | .570 |
| Washington | 1,356,621 | 9 | 23 | 32 | 141,579 | 333,086 | 474,665 | .515 | 1.172 | 1.687 | 12 | 318,407 | .925 |
| West Virginia | 1,463,701 | 9 | 18 | 27 | 94,611 | 79,504 | 174,115 | .318 | .457 | .775 | 12 | 128,503 | .486 |
| Wisconsin | 2,632,067 | 2 | 45 | 47 | 53,592 | 489,993 | 543,585 | .087 | 1.761 | 1.848 | 7 | 291,387 | .775 |
| Wyoming | 194,402 | 2 | 6 | 8 | 7,682 | 17,738 | 25,420 | .080 | .161 | .241 | 4 | 20,981 | .160 |
| Total U. S. English Language | | | | | | | | | | | | | |
| General Daily Newspapers | 105,710,620 | 426 | 1,607 | 2,033 | 10,806,055 | 18,874,273 | 29,780,328 | \$27.540 | \$63.105 | \$90.645 | 546 | 19,712,874 | \$45.829 |
| Territory of Hawaii | | 1 | 1 | 2 | 8,424 | 12,034 | 20,458 | \$.05 | \$.055 | \$.105 | 1 | 8,424 | \$.05 |
| *For comparative purposes | | | | | | | | | | | | | |
| Newspapers as of April 1, 1922 | | 421 | 1,596 | 2,017 | 10,299,245 | 18,899,420 | 29,198,665 | \$26.271 | \$61.055 | \$87.326 | 543 | 19,716,110 | \$44.412 |
| Newspapers as of October 1, 1921 | | 427 | 1,601 | 2,028 | 10,144,260 | 18,279,480 | 28,423,740 | \$25.952 | \$60.099 | \$86.051 | 545 | 19,041,413 | \$44.253 |
| Newspapers as of March 31, 1921 | | 432 | 1,606 | 2,038 | 9,894,693 | 18,238,389 | 28,133,082 | \$26.178 | \$59.995 | \$86.173 | 536 | 18,948,178 | \$43.388 |
| Newspapers as of October 1, 1920 | | 437 | 1,605 | 2,042 | 9,827,775 | 17,962,881 | 27,790,656 | \$26.141 | \$58.477 | \$84.618 | 522 | 17,083,604 | \$41.107 |
| Province | | | | | | | | | | | | | |
| Alberta | | 2 | 5 | 7 | 18,706 | 53,462 | 72,168 | \$.075 | \$.215 | \$.290 | .. | .. | .. |
| British Columbia | | 4 | 9 | 13 | 41,106 | 95,880 | 136,986 | .158 | .313 | .471 | 3 | 53,136 | \$.155 |
| Manitoba | | 1 | 5 | 6 | 23,654 | 88,701 | 112,355 | .075 | .216 | .291 | .. | .. | .. |
| New Brunswick | | 3 | 5 | 8 | 29,514 | 34,613 | 64,127 | .105 | .121 | .226 | .. | .. | .. |
| Nova Scotia | | 3 | 9 | 12 | 27,583 | 43,155 | 70,738 | .108 | .190 | .298 | 1 | 5,640 | .050 |
| Ontario | | 6 | 34 | 40 | 267,230 | 490,847 | 758,077 | 1.550 | 1.173 | 1.723 | 2 | 209,663 | .370 |
| Prince Edward Island | | 1 | 1 | 2 | 7,460 | 5,000 | 12,460 | .030 | .015 | .045 | .. | .. | .. |
| Quebec | | 4 | 13 | 17 | 57,003 | 409,408 | 466,411 | .215 | .885 | 1.100 | 1 | 2,000 | .030 |
| Saskatchewan | | 2 | 4 | 6 | 20,143 | 36,418 | 56,561 | .085 | .155 | .240 | .. | .. | .. |
| Yukon Territory | | 0 | 1 | 1 | .. | 5,500 | 5,500 | .. | .043 | .043 | .. | .. | .. |
| Total for Canadian dailies | | 26 | 86 | 112 | 492,399 | 1,262,984 | 1,755,383 | \$1.401 | \$3.326 | \$4.727 | 7 | 270,439 | \$.655 |

For Explanation and Interpretation of This Chart See Preceding Page. All Rights Reserved by EDITOR & PUBLISHER.

NEWSPAPER ADVERTISING MAKES THE LINE STRAIGHT BETWEEN FACTORY AND CONSUMER

Comparison of Circulations and Advertising Rates of 2,033 Daily and 546 Sunday Newspapers, With Those of 47 Monthly, Weekly, Women's and Class Magazines, Analyzed by Distribution in Territorial Market Groups.

THE best buy in advertising is now, as it was five years ago, the daily newspaper published in the American city and town. Despite all the radical changes and developments that the five years since the war era have brought to American journalism, with costs that soared vertically and remained at their new altitude, the daily newspaper continues to supply not only the best, but the cheapest form of business announcement.

This cannot be challenged. The facts to support it are reproduced on the following pages in the form of tabular listing of the circulations in territorial markets of daily newspapers and the leading general, women's, class and weekly magazines. The material for these tables was gathered and compiled by Editor & Publisher working in co-operation with the Bureau of Advertising of the American Newspaper Publisher Association. It is a pleasure to acknowledge that the assistance rendered by this organization and its director and associate director, Messrs. William A. Thomson and Thomas H. Moore, has been invaluable in getting this matter into form for reproduction in Editor & Publisher INTERNATIONAL YEAR BOOK.

Before going into details as to what is shown by the appended figures, the reader may judge of the scope of the investigation and the value of the data from the following brief particulars:

The newspaper list includes 426 morning papers, 1,607 evening newspapers and 546 Sunday papers. These are the newspapers regularly listed by Editor & Publisher since 1918 in its semi-annual tabulations of newspaper circulations and rates. Business dailies are not included in the totals given. College newspapers are also excluded. We are discussing the bona fide regular daily newspapers which are delivered to American homes or readers every day in the year. The circulations of these newspapers are those given to the U. S. Government or the Audit Bureau of Circulation for the six months ending September 30, 1922—over 80 per cent of the circulation listed is audited by the A. B. C. The rates are the minimum charges on foreign advertising in force for these newspapers on January 1, 1923.

Forty-seven magazines are included in the periodical tables. There are 21 general magazines, monthlies with one exception, which has two issues a month. There are 11 magazines which appeal especially to women readers. There are seven trade or class magazines and there are eight weeklies. The circulations of all but one—the Literary Digest—are taken from A. B. C. reports, the latest available, and covering some part of 1922. The circulation of the Literary Digest is taken from an audited statement prepared by that publication for a year's period ending April 15, 1922. Rates are those effective on January 1, 1923.

Comparison of this kind was first made by Editor & Publisher early in 1919, with late 1918 statistics as a working basis. The newspaper circulations at that time were at the peak, due to the demand for war news during the summer of 1918. Newspaper rates, on the other hand, were extremely low, for wages had barely begun their upward climb, which has not yet stopped, and print paper was selling at slightly more than 70¢ a ton. The magazine circulations of their period were less affected by the war than those of the newspapers and their rates had been fairly stable on a plane far above the newspaper level for a number of years. In the years between, costs on both newspapers and magazines have risen tremendously and have fluctuated so violently as to prevent until now any accurate comparison.

When the previous calculations were made the situation could have been put briefly as follows:

| Publications | Circulations | Agate | |
|----------------------|--------------|---------|---------|
| | | Line | Milline |
| | | Rates. | Rates. |
| 21 General magazines | 6,184,658 | \$38.55 | \$6.233 |
| 11 Women's mags... | 9,233,805 | 49.80 | 5.393 |
| 7 Class magazines... | 1,101,242 | 8.20 | 7.446 |
| 8 Weeklies..... | 4,451,847 | 26.35 | 5.918 |
| 47 Magazines..... | 20,971,552 | 122.90 | 5.860 |
| 519 Morning papers | 10,271,137 | 19.208 | 1.870 |
| 1647 Evening papers | 18,353,904 | 42.532 | 2.317 |
| 503 Sunday papers. | 16,056,580 | 26.811 | 1.666 |

At the beginning of 1923 the situation had changed materially. There are fewer newspapers, but the smaller number had more circulation than their more numerous brethren had during the feverish days of war. And rates are higher all around. Several of the magazines listed in the former tabulation have fallen be-

fore Father Time and their places are taken in the list by others whose circulation and advertising volume was as near as possible to those which were lost. In no case was the compiler's leaning toward the newspaper as an advertising medium permitted to influence him in the choice of substitutes. Every "break" that was given went to increase the total of the class of publication being listed.

From the tables on the following pages these high spots can be taken:

| Publications | Circulation | Agate | |
|----------------------|-------------|---------|---------|
| | | Line | Milline |
| | | Rates. | Rates. |
| 21 General magazines | 6,797,204 | \$54.55 | \$8.025 |
| 11 Women's mags... | 11,325,712 | 69.75 | 6.158 |
| 7 Class magazines... | 1,018,805 | 9.85 | 9.668 |
| 8 Weekly magazines. | 5,892,397 | 34.00 | 5.770 |
| 47 Magazines..... | 25,034,178 | 168.15 | 6.716 |
| 426 Morning papers. | 10,806,055 | 27.540 | 2.525 |
| 1,607 Eve. papers... | 18,874,273 | 63.105 | 3.343 |
| 546 Sunday papers... | 19,712,874 | 45.829 | 2.324 |

Here is a convenient take-off—the combined circulations and rates of all newspapers and all magazines for the periods ending in the fall of 1918 and the fall of 1922.

Magazine circulation increased in that period from 20,971,552 copies per issue to 25,034,178 copies per issue—4,062,626 copies per issue, of 19.3 per cent.

Daily newspaper circulation increased from 28,624,041 net paid daily to 29,780,328 copies per day—1,156,273 copies net paid, or 4.9 per cent.

Sunday circulation increased from 16,056,580 copies to 19,712,874 copies net paid per issue—3,656,294 copies, or 22.9 per cent.

Magazine agate line rates increased from a total of \$122.90 to \$168.15—\$49.25 per agate line or 36.8 per cent.

Daily newspaper combined advertising rates increased from \$61.74 to \$90.645—\$28.905, or 46.8 per cent.

Sunday newspaper advertising rates increased from \$26.811 to \$45.829—\$19.018, or 70 per cent.

Magazine rates per agate line per million circulation increased from \$5.860 to \$6.716—\$0.856, or 14.6 per cent.

Daily newspaper rates per line per million circulation increased from \$2.157 to \$3.033—\$0.876, or 40 per cent.

Sunday newspaper rates per line per million increased from \$1.666 to \$2.324—\$0.658, or 39 per cent.

The magazine circulation as of October, 1918, was 46.9 per cent of the newspaper circulation for that period; magazine circulation as of October, 1922, was 50.5 per cent of the newspaper circulation for the six months ending September 30, 1922.

Newspaper rates in the former tabulation were 72 per cent of the magazine tariffs; in the present tabulation, despite the tremendous increases which have borne on newspapers far more heavily than on magazines, they are only 81 per cent of the total magazine charges.

Newspaper milline rates in 1918 were 33.8 per cent of the magazine rate per line per million; in 1918, the newspapers put a line into circulation a million times for 41 per cent of what the magazines charged for the same service. And that's the big fact behind the initial statement that the newspaper is still the cheapest advertising medium known to American business. Its efficacy doesn't need to be defended any longer. Advertisers have supplied all the testimony needed by their steady migration into newspaper advertising during the past five years, the last of which was in many ways the biggest the newspaper ever enjoyed.

These comparisons could be carried on indefinitely, but that is not the purpose of this tabulation. Circulations are analyzed by market groups, which do not necessarily follow the divisions usually found in geographies. It is the aim of the Bureau of Advertising and of Editor & Publisher to demonstrate by the actual circulation figures, without forcing any conclusions, that the daily newspapers cover their fields far more intensely than it is possible for any magazine to do and that the newspaper can introduce any product to any market at so low a cost that the magazines cannot approximate it.

Take, at random, the Central States market group, including the states of Illinois, Ohio, Michigan, Indiana, Wisconsin and Iowa, where are resident more than 20 per cent of the population of the continental United States. There are 23,879,564 people, or roughly 6,000,000

families in this area. And there are 5,424,322 evening papers and 2,137,387 morning papers circulated every day—a total of 7,561,709 copies put out by 69 morning and 465 evening newspaper plants. That might conservatively be called saturated circulation.

Then take the magazine circulation in this area where native born Americans are probably more numerous than in any other thickly populated region, and it is found that 47 magazines—monthly, women's, weekly and class publications have a total of 6,113,314 copies. Of these magazines, the 21 general publications, whose names and detailed circulation for each state can be found in the table on page 11, circulate 1,504,080 copies per issue, or one to every four families. The eleven publications which appeal to women have a circulation of 2,969,997 copies, or one to every two families. The eight weeklies have 1,406,869 circulation, or less than one to every four families.

So much for the coverage. Now for the cost.

An advertiser who wanted one insertion in all of the 534 morning and evening papers would pay for it \$21.55 an agate line. If he used a 10,000-line campaign in these papers, his cost would be \$215,500. This would enable him to use four full pages in each of these newspapers, or eight half pages, or sixteen quarter-pages. His cost is less than 4 cents to reach every family. If he uses quarter-page space, his cost is less than one-quarter of a cent for each of sixteen opportunities to present his message to his prospective customers.

But suppose that he is made to believe that the magazines have as effective coverage and that their greater opportunity for expensive art work will enhance his sales campaign. Suppose that he decided to use the list of 21 general magazines, eleven women's publications, and the eight weeklies—an ambitious list, to be sure, but not an impossible one. Let us assume that his product has a universal appeal—a new flour that can't fail to produce big, tasty pancakes—and that it lends itself well to color copy.

His space in the 21 monthly magazines, reaching 1,504,080 homes, would cost him \$19,440 per page or \$54.555 cents an agate line. Page copy would be the thing, of course, for fancy color copy—the dominant idea, you know. And equally, of course, one single page would be worthless—six pages is the minimum he could use with any chance of getting his bait back. And six pages in all of these magazines would set him back \$116,640 for space alone, without considering the color charges, artists' fees, and incidentals. To reach his 1,504,080 homes with these magazines, his expense per family is over 7 cents. And he is covering only one-quarter of the field the newspapers cover for half the same expenditure per home. He is demanding the attention of his prospects usually only once during each month, possibly twice or three times, when he uses these 21 magazines.

He is competing with a volume of other advertising designed in striking and expensive colors and unless his copy is unusually striking—which as a rule means costly—there is an excellent chance that his advertising won't receive any attention. In his elegant magazine copy, he cannot tell the people he wants to use his flour that Reilly's Grocery Store on Fourth street has received a fresh stock and is ready to meet all demands and that his goods are packed as the lady of the house wants pancake flour packed and that his price can meet that of any goods of approximately equal quality in the local market. He can't send the customer to the store to ask for his product.

He can do these things in the newspapers. He can do them as elaborately as he wants to—in a three-liner on page one, or on the food page in a small card, or in a full page that cannot escape attention, or in pithy, well-prepared 200-line copy. The newspaper advertiser has an elastic medium. He can vary his copy on a few hours' notice to take advantage of changing conditions. Using the magazines, he makes his dispositions weeks ahead, months ahead in fact, and the spearhead that should drive his message home is dulled in the long period between preparation and publication. The newspaper word is sharp, keen and attention-compelling. And its cost is infinitesimal.

If the advertiser is convinced that monthly magazines are too infrequent a medium, he may be induced to use the list of eight weekly publications analyzed on one of the following pages. His circulation in the Central States market group is 1,406,869 copies per issue, or

slightly less than the one copy to four families that the monthly magazines afford. His rate per page is \$18.157 in all of the eight. His cost to reach each of these families on the weeklies' subscription lists with one page is about 1.3 cents per family. If he used one page a month in each of these publications, his total cost would be \$217,884, or 15.6 cents per family. Recall that he could use a 10,000-line campaign in each of the 534 morning and evening papers in this territory for only \$215,500 and that he was practically certain to reach every family in the region that read the English language. His cost for the newspaper campaign, using sixteen quarter-pages, which is about the usual weekly magazine full-page size, was one-quarter of a cent per message per family. For more money spent in the weekly magazines, he reaches only one-quarter of the field and his cost per message on a twelve-insertion basis is more than 60 times as great.

But maybe Mr. Flour Manufacturer thinks that the women's magazines—eleven of them—will furnish a more certain avenue to his market than any other medium. He's still trying to break down the Central States, and he finds that these magazines, all monthly with one exception, which issues twice a month, have 2,969,997 circulation in these states, or about one copy to every two families in the group. Then he looks to the bottom of the column and sees that a page in each of the eleven will cost \$45,350. Six pages in each magazine will take \$272,100 of his appropriation to buy the space. Art work, engraving, electrotyping, agency fees, etc., are extra.

To reach half of the families in the area once his cost would be 1.5 cents. To reach them six times it would be nine cents. Compare this with the four cents needed to reach every one of the families in the area through the newspapers, not once, or six times, but sixteen times.

Using all of these magazines (except the class group, which can be considered separately), the advertiser would reach 5,880,946 families—assuming that there is no duplication of circulation by these periodicals, which is a rash assumption. That would practically cover the region, though not so thickly as the newspapers cover it. The cost per page is \$87,028.75. The cost per agate line is \$168.15. As stated above a 10,000-line campaign in the newspapers would cost \$215,500. An equal amount of space in the magazines—monthly, weekly and women's—would cost \$1,681,500. To be sure, for the latter price, he would be covering not only the Central States, but every other part of the United States, regardless of whether he could or wanted to distribute his product outside of the Central States region. A 10,000-line campaign in newspapers where distribution is secured will move goods. Nobody knows whether a 10,000-line campaign in a composite and conglomerate list of magazines would even be read. And the newspaper campaign costs only 13 per cent of the magazine outlay.

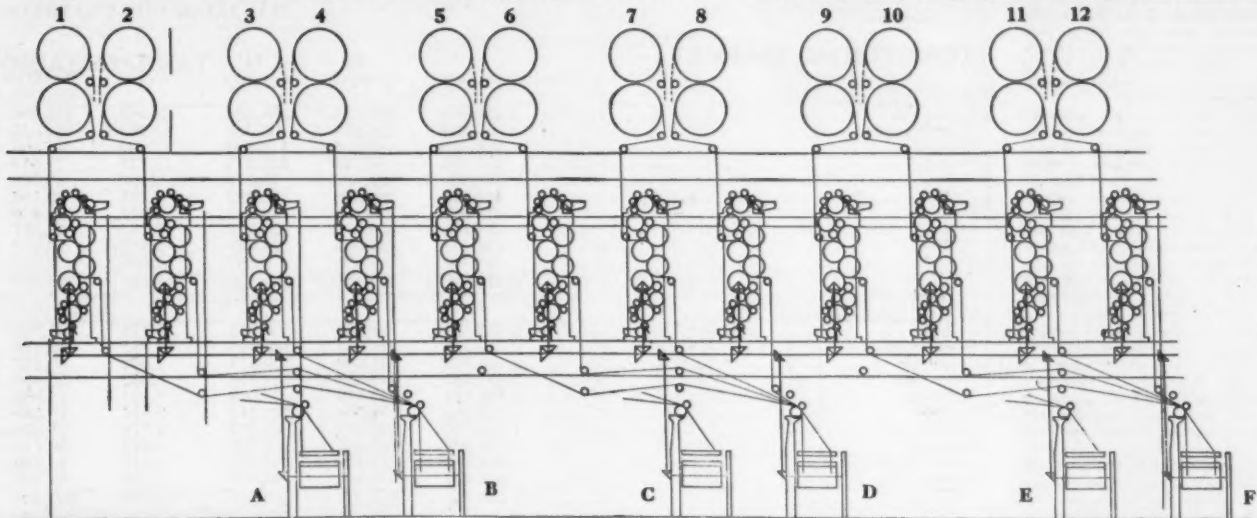
It is a poor case that the magazines make when their circulations and rates are confronted with those of the daily newspapers for any given section or for the whole country. The class magazines, due to their limited fields of circulation, do not fare any better in financial comparisons. As a specific example, assume that the manufacturer of a new radio device wants to try out its selling possibilities in the Central States, where he is certain of a larger possible market than in any other of our groups. It is a low-priced proposition, demanding a large volume of sales and a low advertising cost.

He might use all of the daily newspapers of this group in a 5,000-line campaign, which would afford him fifty 100-line advertisements in each of these papers. The cost would be \$10,750 for the campaign.

Or he might decide that the radio fans were closer readers of the Scientific American and Popular Science than they were of their daily newspapers. While the newspapers give him 6,113,314 circulation, or more than one copy to every family which now possesses a radio outfit and which may acquire one in the future, the scientific magazines give him a total of 66,969 circulation once a month, for a cost of \$2.70 a line, or \$13,500 for the 5,000-line campaign that the newspapers furnish for \$10,750. In a word, the newspapers have almost 100 times the circulation for 80 per cent of the cost of the scientific periodicals. And the advertiser can assume that his radio fans all read

(Continued on page 86)

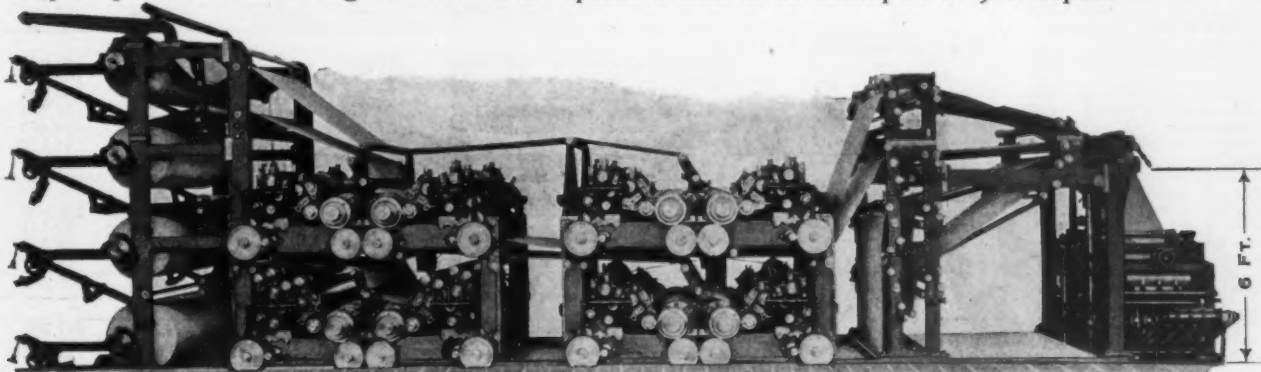
The DUPLEX PRINTING PRESS CO. of Battle Creek, Michigan
Specialists in Development and Manufacture of
NEWSPAPER PRINTING PRESSES and STEREOTYPE MACHINERY
 Reorganized 1922—Resources \$4,000,000.00 Greatly Enlarged Factory Facilities



DUPLEX VERTICAL PRESS

Specially designed for large Metropolitan Dailies, where real estate values are high, straight line routing is important and economy of space is essential. A room 50' x 75' accommodates

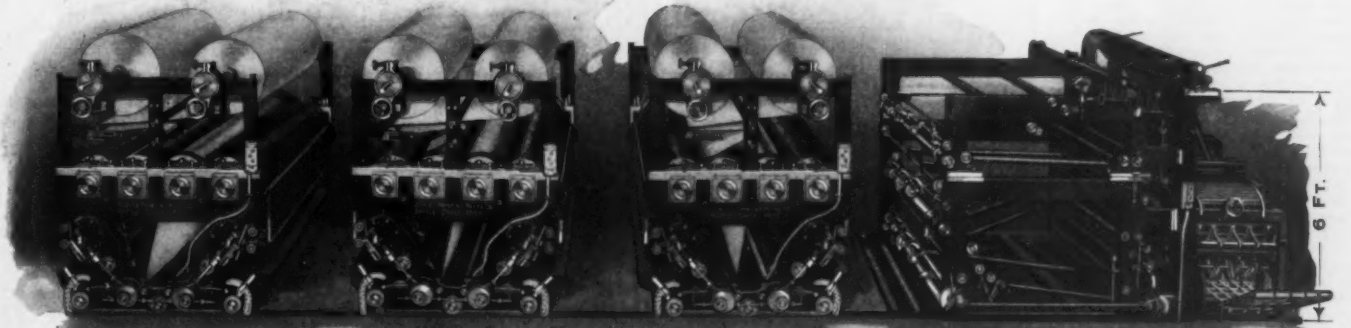
18 quad presses of this design which can be operated also as 12 Sextuples or 9 Octuples.



DUPLEX 4-PLATE WIDE TUBULAR PLATE PRESS

Doubles the Product Plate for Plate. The press illustrated produces 4, 6, 8, 10,

12, 14 or 16 pages at 60,000 per hour from two sets of plates also 18, 20, 22, 24, 26, 28, 30 or 32 pages at 30,000 per hour from one set of plates.



DUPLEX LOW-DOWN UNIT TYPE PRESS

Originated and Patented by Duplex Printing Press Company. Built in quad, sextuple, octuple and augmented sizes in a variety of arrangements.

DUPLEX FLAT BED WEB PERFECTING PRESSES

Publication and offered in various models and sizes.

Built for the weekly, smaller daily or class

KET GROUPS AND ADVERTISING RATES OF LEADING MAGAZINES

the Bureau of Advertising, American Newspaper Publishers Association

McCALL & PUBLISHER COMPANY

(Continued from page 88)

TERRITORIAL MARKETS

Table with columns: McCall's Magazine, People's Home Journal, Modern Pricilla, *Vogue, Women's Magazines Total 1918, Women's Magazines Total 1922, Gain or Loss 1922 vs. 1919. Rows: Total net paid, Total net paid, including bulk, Total distribution.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: WESTERN STATES, California, Washington, Colorado, Oregon, Montana, Utah, Idaho, Arizona, Wyoming, Nevada, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: SOUTHERN STATES, Georgia, North Carolina, Kentucky, Tennessee, Alabama, Virginia, Mississippi, Louisiana, South Carolina, Florida, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: CENTRAL STATES, Illinois, Ohio, Michigan, Indiana, Wisconsin, Iowa, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: NORTHWESTERN STATES, Missouri, Minnesota, Kansas, Nebraska, North Dakota, South Dakota, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: SOUTHWESTERN STATES, Texas, Oklahoma, Arkansas, New Mexico, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: MIDDLE ATLANTIC STATES, Pennsylvania, West Virginia, Maryland, Dist. of Columbia, Delaware, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: NEW YORK-NEW JERSEY, New York, New Jersey, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: NEW ENGLAND STATES, Massachusetts, Connecticut, Maine, Rhode Island, New Hampshire, Vermont, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: MISCELLANEOUS, Newsdealers, Unclassified, Canada, Alaska & U. S. Pos., Foreign, Other items, Total.

Table with columns: Population 1920, March, 1922, Feb., 1922, March, 1922, April 1, 1922. Rows: MARKET GROUPS, Western, Southern, Central, Northwestern, Southwestern, Middle Atlantic, N. York-N. Jersey, New England, Miscellaneous, Grand total.

Table with columns: Page rate, Rate per agate line, Decrease. Rows: Page rate, Rate per agate line, Decrease.

New Orleans Daily Construction and Industrial News. New York Bronx Home News (daily and Sunday edition). New York-Courier D'America (tabloid morning paper)-Luigi Barsini.

Niles (O.) Evening Register-F. L. and P. F. Bizler. Noblesville (Ind.) Morning Times-D. M. Hudley and John G. Baker. Norristown (Pa.) Herald. Palm Beach (Fla.) Evening Times-F. P. Fildes.

Palm Beach (Fla.) Record-George L. Moreland, M. K. Wanaga, F. L. Corey and others. Pasmatic (N. J.) Sunday Leader-E. J. David (started in September, suspended Oct. 8).

Patterson (N. Y.) Times-J. F. Van Noorte, J. J. O'Rourke and associates. Pawhuska (Okla.) Daily Times-F. L. Gray and E. L. Knight. Peekskill (N. Y.) Daily Star-Richard E. Coon and associates.

Pittston (Pa.) Daily Press-W. H. Hughes and others. Portland (Ore.)-La Stella (Italian daily)-Dr. B. DeRosa and associates. Pottsville (Pa.) Morning Paper-J. H. Zerbey.

Rapid City (S. D.) Daily Guide-T. B. Werner. Reading (Pa.) Tribune-John J. Garvin and associates. Rochester (N. Y.) Journal-William R. Hearst.

Rochester (N. Y.) Sunday American-William B. Hearst. Saginaw (Mich.) Evening Star-Robert J. Brown, Edward M. Lucas, Harry L. Freking (plans announced for starting in 1923).

Sapulpa (Okla.) Star-A. B. Ross and E. W. Sprague. San Benito (Tex.) Light (resumed as daily). Scranton (Pa.) Sunday Telegram-publishers of Elmira (N. Y.) Sunday Telegram.

Foreign London, England-The Daily Mail completed plans for starting ocean editions on board Cunard Line steamships, between England and New York and North Atlantic ports, beginning February 11, 1923.

Havana, Cuba-El Pais (Spanish daily) started by Alfredo Hornedo. Osaka, Japan-English language newspaper, the Osaka Mainichi, appeared in April; owned by same company which conducts the Japanese Osaka Mainichi and Tokyo Nichi-Nichi.

Rio Janeiro, Brazil-First South American daily newspaper devoted entirely to sports was started by O. Esports. Arcostook (Me.) Daily News-from 3c to 2c. Birmingham (Ala.) Age-Herald-from 5c to 3c.

Brooklyn (N. Y.) Standard-Union-Sunday edition from 5c to 2c. Buffalo (N. Y.) Commercial-from 2c. to 1c. Chicago Tribune-reduced mail subscription rates as follows: one month, \$1 to 50c; three months, \$2.50 to \$1.25; six months, \$3.75 to \$2.50; year, \$7.50 to \$5; effective Jan. 15, 1923.

CHANGES IN PRICE

UNITED STATES Dayton (Fla.) Daily News-40 per cent reduction in subscription to \$6 a year and 15c a week, delivered by carrier. Holyoke (Mass.) Telegram-from 2c. to 1c. Joplin (Mo.) News-Herald-subscription price from 15c. to 10c. weekly; Globe from 15c. to 10c.; combination sold for 20c. per week.



THE
STORY
of
TODAY

ELEVEN and a half million of the eighteen million subscribers to afternoon newspapers in the United States and Canada read the story of TODAY in worldwide news dispatches of the United Press.

“By United Press” is the hall mark of progressive journalism in more than 800 of the leading afternoon newspapers of North America.

UNITED



PRESS

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

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Table with columns: Name, Address, City, Space Buyers. Lists various advertising agencies and their clients across the United States, Hawaii, Porto Rico, and Cuba.

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local Publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies.

I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

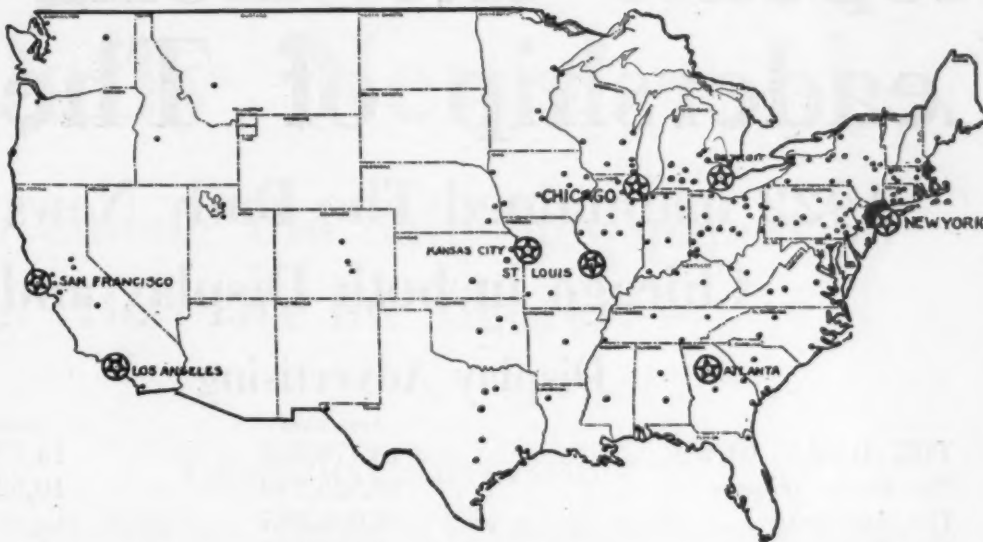
Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

(Continued on page 100)

NEWSPAPER



ADVERTISING



- Indicates cities of 30,000 or more.
- ★ Indicates Beckwith offices.

BECKWITH *COVERS* UNITED STATES

The above map emphasizes the wide-spread influence of The S. C. Beckwith Special Agency and the strategic positions of its 8 offices. Each office commands a well defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith Office.

The Beckwith organization totals 74 people, of which 24 are trained advertising salesmen. It is the oldest, largest, most powerful and best known special agency in America.

The character and leadership of the newspapers together with the years of satisfactory service, are a most substantial endorsement of the high standard of representation rendered by this agency.

THE S. C. BECKWITH SPECIAL AGENCY
 MAIN OFFICE, WORLD BUILDING, NEW YORK

BRANCHES: CHICAGO - DETROIT - ST. LOUIS - KANSAS- CITY - ATLANTA - LOS ANGELES - SAN FRANCISCO

1922 Repeats the Long-Time Leadership of The Chic

1922 maintained The Daily News traditional
Chicago in both Display and Classified
Display Advertising

| | Agate Lines | Comparison |
|--|-------------|-----------------|
| THE DAILY NEWS..... | 13,779,569 | 13,779,569 |
| The Daily Tribune | 10,525,259 | 10,525,259 |
| The American | 8,064,865 | |
| The Post | 4,446,923 | |
| The Journal | 4,270,771 | |
| The Daily Herald-Examiner..... | 4,232,869 | |
| THE DAILY NEWS' excess over the next highest score, that of the Daily Tribune, is | | 3,254,310 lines |

To the experienced advertiser there is added interest and encouragement in the fact that during the last six months of the year THE DAILY NEWS turned an earlier loss in lineage to gains, month by month, which by the end of the year placed the lineage of the whole year, 470,414 lines in excess of the year 1921, thereby reflecting a corresponding improvement in business conditions generally up to the very end of the year. Here is a comparison of the display lineage of the daily newspapers of Chicago for the last six months of 1922 and 1921:

| | 1922 | 1921 | Gain | Comparison |
|-------------------------------------|-----------|-----------|---------------|------------|
| THE DAILY NEWS.... | 6,839,894 | 6,258,118 | 581,776 | 581,776 |
| The Daily Tribune ... | 5,275,972 | 4,762,718 | 513,254 | 513,254 |
| The American | 4,131,031 | 4,009,157 | 121,874 | |
| The Post | 2,262,485 | 2,313,547 | 51,062 (loss) | |
| The Daily Herald- Examiner | 2,169,408 | 2,068,568 | 100,840 | |
| The Journal | 2,143,288 | 2,214,728 | 71,440 (loss) | |

From which it appears that during this period THE DAILY NEWS' excess of gain over that of its nearest competitor was 68,522 lines

The Advertising Record of 1922 Confirms

THE DAILY NEWS—

Advertising ago Daily News

leadership among the daily newspapers of
Advertising. Here are the figures:—

Classified Advertising

More people placed their "want-ads" in THE DAILY NEWS in 1922 than in any other daily newspaper in Chicago, as is evidenced by the total number of individual advertisements printed by each of the recognized daily want-ad mediums. Here are the figures:

| | Number of Ads | Comparison |
|---|---------------|------------|
| THE DAILY NEWS | 909,920 | 909,920 |
| The Daily Tribune | 871,061 | 871,061 |
| The Daily Herald-Examiner | 149,179 | |
| From which it appears that in 1922 THE DAILY NEWS led its nearest competitor, The Daily Tribune, by..... 38,859 ads | | |

THE DAILY NEWS is Chicago's "Want-Ad" Directory.

The figures quoted are compiled by The Advertising Record Co. an independent audit service maintained by all the Chicago newspapers.

THE DAILY NEWS' year-in and year-out advertising leadership among the daily newspapers of Chicago bears convincing testimony to its pre-eminent power of service in every line of business in which general publicity is essential to success, whether it be a matter of personal service, general merchandising or investment.

FIRST IN CHICAGO

ADVERTISING AGENCIES AND THEIR SPACE BUYERS
(Continued from page 96)

In 1922
The Providence Journal
(Morning and Sunday)
and
The Evening Bulletin
Printed
20,469,245 Lines
of paid advertising

This is a gain of 1,587,815 lines over 1921 and a gain of 1,434,693 lines over the best previous record. It is also the largest volume of paid advertising ever carried by any morning, evening and Sunday combination in New England in any one calendar year. The reason for this splendid showing is to be found in the one word—

RESULTS

The sworn average net paid circulation figures for the 12 months ending December 31, 1922, were as follows:

- The Providence Journal.....32,240
- The Providence Sunday Journal.....55,318
- The Evening Bulletin.....59,715

This makes a new high record for all three newspapers, which is a tribute to the confidence in which they are held by the people of Rhode Island.

Providence Journal Co.
Providence, R. I.

Representatives
CHAS. H. EDDY CO.
New York Boston Chicago
R. J. BIDWELL CO.
San Francisco Los Angeles

| Name | Address | City | Space Buyers |
|---|-------------------------------|-------------------------|--|
| BLAIR CO. | 421 7th Av. | Pittsburgh, Pa. | |
| BLAKE, JOHN W. | Proctor Bldg. | Yorke, N. Y. | M. L. De Vore |
| BLAKER ADV. AGCY. | 110 W. 40th St. | New York City | J. Maynard Morgan |
| BLISS ADV. G. SERVICE | | | |
| HARRY A. g. | 1000 Elmwood Av. | Buffalo, N. Y. | |
| BLOCK CO., DAVID | 110 E. 42d St. | New York City | |
| BLODGETT CO., HARVEY | University & St. Paul, Minn. | | H. A. Blodgett |
| | Wheeler Aves. | | |
| | 1st Natl. Bk. Bldg. | Chicago, Ill. | |
| BLOESER, WALT | 168 N. Mich'n Av. | Chicago, Ill. | |
| BLOODHEART-SOAT CO., INC. | Arthur Bldg. | Omaha, Nebr. | Milo T. Gates R. R. Foster |
| BLOOMINGDALE-WHEELER ADV. AGCY. | 1420 Chestnut St. | Philadelphia, Pa. | Samuel Taubman |
| BLUM ADV. CORPORATION | | | |
| CHARLES a-f-g-h | 608 Chestnut St. | Philadelphia, Pa. | Edw. A. McCay H. F. Kairer |
| BLUMENSTOCK, INC., GEO. C. | 11 S. LaSalle St. | Chicago, Ill. | |
| BLUM'S ADV. AGCY. | 733 Market St. | San Francisco, Cal. | |
| BOGIN, INC., A. R. | 111 E. 4th St. | New York City | |
| BOLDT CO., KARL F. | Security Bldg. | Dubuque, Ia. | |
| BOLTON, MEEK & WEARSTLER | Hippodrome Bldg. | Youngstown, Ohio. | Paul H. Bolton Park Meck |
| BOLLING, JOHN RANDOLPH | 2340 S. St. | Washington, D. C. | |
| BOND, ARTHUR T. a-g | 20 Central St. | Boston, Mass. | A. T. Bond |
| BORDER ADV. AGCY. d. | Cham. of Commerce. | El Paso, Texas. | Rufe P. March |
| BOROUGH ADV. AGCY. a-g | Arbuckle Bldg. | Brooklyn, N. Y. | Max Laventhall D. Laventhall |
| BOSTON FINANCIAL NEWS ADV. CO. | 109 State St. | Boston, Mass. | |
| BOSTON NEWS BUREAU a-g | 36 Kilby St. | Boston, Mass. | Guy Bancroft |
| BOSTON PUBLICITY BUREAU | 44 Broad St. | New York City | John Barak |
| BOSTWICK, INC., C. A. d. | 200 Devonshire St. | Boston, Mass. | |
| BOSTWICK, INC., C. A. d. | 213 East Av. | Rochester, N. Y. | |
| BOSWELL-FRANKEL ADV. G. SERVICE a-e-g | 786 6th Av. | New York City | C. A. Benson T. A. Brennen Peter Burton C. A. Bostwick Lynn B. Parker D. M. Botsford (Portland), R. P. Milne (Seattle) Carl W. Lemmon |
| BOSTWICK, INC., C. A. d. | 213 East Av. | Rochester, N. Y. | |
| BOTSFORD-CONSTANTINE CO. a-f-g-h | 45 4th St. | Portland, Ore. | |
| | Douglas Bldg. | Seattle, Wash. | |
| BOTT ADV. AGCY. a-b-e-g | Southern Trust Bldg. | Little Rock, Ark. | |
| BOWERS CO., INC., THOMAS M. | 25 E. Jackson Blvd. | Chicago, Ill. | |
| BOYD ADV. AGCY. | Capital Club Bldg. | Raleigh, N. C. | |
| BOYLE, INC., JOHN D. | 562 5th Av. | New York City | |
| BOYNTON-BRETT CO. f-g | 1313 Engineers Bldg. | Cleveland, Ohio | |
| BOYNTON, HENRY P. e. | 607 Prospect Fourth Bldg. | Cleveland, Ohio | |
| BRADLEY, INC. d. | 294 Washington St. | Boston, Mass. | C. H. Bradley, Jr. |
| BRANDT ADV. CO. a-e-g | 7 S. Dearborn St. | Chicago, Ill. | F. P. Thurman |
| BRANN, INC., W. L. e. | 11 E. 43d St. | New York | S. E. Langdoc |
| BREARLEY - HAMILTON CO., INC. a-e-g | Mich'n Trust Bldg. | Grand Rapids, Mich. | A. W. Miller H. K. Brearley C. B. Hamilton Ross D. Brenner |
| BRENERIS & CO. d-e-g | 331 Walnut St. | Philadelphia, Pa. | |
| BRENTANO-KORNBLUM ADV. AGCY. | Courier Bldg. | Evanston, Ind. | |
| BRET ASSOCIATES | Engineers Bldg. | Cleveland, O. | |
| BREWTON, A. C. | 6th & F Sta. | N. W. Washington, D. C. | |
| BREYTSRAAK CO., VICTOR C. e-g | 109 N. Dearborn St. | Chicago | |
| BRICKCLIFF ADV. AGCY. | 47 W. 42d St. | New York City | |
| BRICKA-FORD CO. g. | 1457 Broadway | New York City | G. W. Bricka A. J. Ford B. J. Paris |
| BRIGGS CO., ALBERT M. | 122 S. Michigan Av. | Chicago, Ill. | |
| BRISACHER & STAFF, EMIL a-e-g | Flood Bldg. | San Francisco, Cal. | A. McKie Donnan |
| BROCK-HARRISON CO. | Hearst Bldg. | San Francisco, Cal. | |
| BROMFIELD & CO., INC. a-g-h | 45 W. 34th St. | New York City | P. B. Bromfield |
| BROOKS, SMITH & FRENCH, INC. a-e-f-g-h | 206 Eliot St. | Detroit, Mich. | |
| BROOKS, ROBERT H. e-f-g | 30 N. Michigan Av. | Chicago, Ill. | |
| BROOKS ADV. AGCY., S. M. a-b-e | Boyle Bldg. | Little Rock, Ark. | S. M. Brooks E. L. Saunders |
| BROOKS OF ILLINOIS, INC. | 30 N. Michigan Av. | Chicago, Ill. | |
| BROOME & SANDO COMPANY d. | 455 W. 5th St. | Dayton, Ohio | Stanley E. Sando |
| BROTHERTON CO. a-e-f-g | 10 Peterboro, W. | Detroit, Mich. | |
| BROUILLETTE, LUCIEN M. | | Chicago, Ill. | |
| BROWN ADV. AGCY., INC. a-e-g | 110 W. 40th St. | New York City | H. Mitchell Price Morris Diamond William Epner |
| BROWN, CONNERY & CO. e-g | Oklahoman Bldg. | Oklah'ma City, Okla. | |
| BROWN CO., INC., DERBY a-e-g | 11 Avery St. | Boston, Mass. | C. M. Turner Derby Brown J. B. Hydorn |
| BROWNE, INC. T. B. | 33 W. 42d St. | New York City | |
| BROWN & CO., W. V. d. | 1st Nat. Bank Bldg. | Columbus, Ohio | W. V. Brown |
| BROWNELL ADV. SERVICE | Hanselman Bldg. | Kalamazoo, Mich. | |
| BRYAN, ALFRED STEPHEN | 655 5th Av. | New York City | |
| BRYANT ADV. CORP., INC. | 103 Park Ave. | New York City | |
| BRYANT & BRYANT | | Shreveport, La. | |
| BUCHANAN ADV. G. CO. | Santa Fe Bldg. | San Francisco, Cal. | |
| BUCHANAN, C. C. | Peters Trust Bldg. | Omaha, Neb. | |
| BUCHANAN ADV. AGCY., JOHN a-e-g | 244 Washington St. | Boston, Mass. | B. Brown |
| BUCHANAN CO., INC., R. C. | 1 W. Hellman Bldg. | Los Angeles, Cal. | |
| BULL, NORRIS L. f | 721 Main St. | Hartford, Conn. | N. L. Bull |
| BURCHARD, FLORENCE g. | 15 W. 46th St. | New York City | |
| BURDETTE CO., PHILLIPS | 35 West 39th St. | New York | |
| BURGESS CO., L. W. | 1st National - Soo Line Bldg. | Minneapolis, Minn. | |
| BURNETT & FOYE | 168 Bridge St. | Springfield, Mass. | |
| BURNETT-KUHN CO. a-e-g | 605 N. Michig'n Av. | Chicago, Ill. | |
| BURNHAM, RUFUS BRADFORD e-f | 50 Church St. | New York City | |
| BURNHAM & FERRIS g. | 50 Church St. | New York City | |
| BURNS-HALL ADV. AGCY. e-g | Merrill Bldg. | Milwaukee, Wis. | B. K. Burns N. L. Telander |
| BUSH ADVERTISING SERV. g. | 130 W. 42d St. | New York City | |
| BURNS-WOLAVER CO. f. | 5005 Euclid Av. | Cleveland, Ohio | E. D. Wolaver |
| BUSHNELL, HENRY D. | 817 Kresge Bldg. | Detroit, Mich. | |
| BUSINESS RESEARCH & DEVELOPMENT CO., INC. e-g | 14 E. Jackson Blvd. | Chicago, Ill. | C. A. Pace W. W. Pace Anderson Pace |
| BUSWELL SERVICE | 1028 Lay Boulevard | Kalamazoo, Mich. | James H. Buswell |
| BUTLER ADV. CO. e-g | 36 W. Gay St. | Columbus, Ohio | |
| BUZBY-RAUGHEY CO. g. | Bulletin Bldg. | Philadelphia, Pa. | |

(Continued on page 102)

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America's Most Prosperous Market Covered Thoroughly by Detroit News

*Facts and Figures for Space Buyers
Who Wish to Enter the Detroit Market*

DETROIT completed a banner year with the approach of 1923, for 1922 proved to be one of the greatest eras of its history.

Employment records soared, employment reaching almost as high a peak as during the spring of 1920. When Detroit experienced its greatest prosperity. At present there exists an actual scarcity of skilled labor, indicating how manufacturing in Detroit are occupied.

More motor cars were manufactured in Detroit in 1922 than in any year in the history of the industry. Ford price cuts have brought the motor vehicle more and more within the reach of the mass of the populace and even though motor car production was phenomenal in 1922 this record is bound to be beaten subsequently.

All this means, of course, a still greater

and more prosperous Detroit. With 75% of all American made automobiles being manufactured in Detroit and vicinity, this city holds for advertisers a remarkable field for exploitation.

Indicative of the general trend of conditions in Detroit is the building program. Some 19 structures are under way in downtown Detroit, alone, ranging from \$100,000 to \$12,000,000 in cost. Few of these buildings are less than eight stories high; one is to be 21 stories. While most of these structures are to be used for offices and stores, two are being expressly constructed for hotel purposes, showing how the hotel interests view Detroit's future. In total building Detroit is unsurpassed by any city even remotely approximating its population.

Leads In Advertising

FOLLOWING Detroit's unusual prosperity, advertisers have naturally sought this field out with the result that The Detroit News was third in 1922 among the newspapers of the country in total advertising. It was kept from being first only because of the increase of editorial and news matter in its columns which compelled The News to omit many columns of advertising during the heavy advertising periods of the year.

The News has been first, second or third in total advertising in America for the last eight years.

In practically every important selling classification of advertising The News was first in Detroit.

It published more than a million Want Ads in 1922—650,000 more than its nearest competitor. This is an indication of how the Detroit public regard The News as an advertising medium.

The News also led in automotive advertising, carrying 60,000 more ad lines than its nearest competitor; automotive advertisers real-

Leads In Circulation

izing that the thorough coverage of The News is an invaluable aid to sales.

In Rotogravure advertising, The News has always led the field. In 1922 it carried 122% more or over twice as much Rotogravure advertising as its nearest competitor.

The Detroit News having purchased the Detroit Journal and consolidated its circulation, July 19th, 1922, is now the only evening paper in Detroit having the Associated Press franchise. Before this consolidation The News had a thorough coverage of the field. Now it reaches practically every English speaking home in Detroit and vicinity, having more than 280,000 circulation on week days. With 240,000 Sunday circulation The News has over 65,000 more circulation than its nearest Sunday competitor.

The Detroit News weekday and Sunday offers advertisers an opportunity to reach the whole field at one rate, an opportunity unequalled by any other metropolitan city in the United States.

Advertisers should take advantage of Detroit's unusual prosperity and The News ability to cover this field.

*Advertisers Can Cover All Detroit
at One Rate With the News*

The Detroit News

Greatest Circulation Weekday and Sunday In Michigan

"Always In the Lead"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 100

| Name | Address | City | Space Buyers | Name | Address | City | Space Buyers |
|---|------------------------------------|---------------------|--|---|----------------------|--------------------|--|
| C | | | | | | | |
| CADWALLADER & COULTER... | 215 W. Commerce St. | San Antonio, Tex. | A. H. Cadwallader, Jr. R. G. Coulter J. G. Belcher | CHAPIN, BURNET & FOYE..... | 168 Bridge St. | Springfield, Mass. | |
| CADY ADV. SERVICE..... | Yellowstone - Merchants Bank Bldg. | Billings, Mont. | | CHAPPELOW ADV. CO. a-f-g-h..... | 1709 Washington Av. | St. Louis, Mo. | W. J. Johnson Joseph Boorster H. T. McGee |
| CAHILL ADV. CO. a-e-g..... | Pacific Bldg. | San Francisco, Cal. | M. A. Cahill L. O'Dowd | CHARLES ADV. SERV. a-e-f-g-h..... | 23 E. 26th St. | New York City | |
| CALDWELL CO., HOWARD d..... | Merchants Bk. Bldg. | Indianapolis, Ind. | Howard Caldwell Ellis Baker | CHARLESTON ADV. CO. d..... | 134 Meeting St. | Charleston, S. C. | |
| CALKINS & HOLDEN, INC. a-g-h..... | 250 Fifth Av. | New York City | D. S. McNulty E. B. Wilson | CHATAM ADV. AGENCY, INC. a-e-f-g..... | 3 W. 29th St. | New York City | L. Z. Guck Bertha Bernstein |
| CALLOWAY ASSOCIATES, INC. d-c-f-g..... | 121 Beach St. | Foston, Mass. | Morris Susman | CHELSEA ADV. AGCY..... | 621 Broadway | New York City | John Feinstein P. J. Mullally Vincent McGrath (St. Louis) A. R. Johnson (Chicago) |
| CALUMET ADV. CO. d-e-g..... | 2316 Calumet Ave. | Chicago, Ill. | Paul McCalla | CHESSMAN & CO. NELSON a-b-e-g-h..... | 1127 Pine St. | St. Louis, Mo. | |
| CAMPBELL ADV. AGCY..... | 19 W. 44th St. | New York City | J. S. Peckham | CHESSLER & ROSE ADVG. AGCY..... | Lexington Bldg. | Baltimore, Md. | |
| CAMPBELL-EWALD CO. a-e-f-g-h..... | General Motors Bldg. | Detroit, Mich. | Wallace Campbell George C. Fries | CHICAGO ADVG. AGENCY..... | 127 N. Dearborn St. | Chicago, Ill. | |
| CAMPBELL-MOSS, INC. d..... | 21 E. 40th St. | New York City | DeWitt J. Hinman | CHICAGO UNION ADV. AGCY..... | 210 S. Dearborn St. | Chicago, Ill. | A. I. Chilton G. G. Addington E. S. Leonard C. L. Overman Earl C. Norris H. B. LeQuatte |
| CAMPBELL, TRUMP & CO. a-e-f-g..... | Penobscot Bldg. | Detroit, Mich. | Hal G. Trump | CHILTON ADV. AGCY. a-g..... | Kirby Bldg. | Dallas, Tex. | |
| CAPEHART-CAREY CORP. a-e-g..... | Times Bldg. | New York City | C. H. Freudenthal L. S. Barr, M. P. Gill, Charles Reichart, William L. Banning (New York); C. J. Cutajar, C. C. Provost (Washington) | CHURCHILL-HALL, INC. a-e-g-h..... | 50 Union Square | New York City | |
| CAPITAL ADV. CO., OF N. Y., INC. d-e-g..... | 120 W. 42d St. | New York City | | CHUTE CO., L. E..... | Security Bldg. | Davenport, Iowa | L. E. Chute |
| CARLYSLE COMPANY..... | 47 West 34th St. | New York | Samuel Goldman | CIRKER & CO., INC. a-e-g..... | 1472 Broadway | New York City | John A. Sanche |
| CAROLINA ADV. AGCY..... | Raleigh, N. C. | | | CITY ADVERTISING CO., INC..... | 51 Chambers St. | New York City | |
| CARPENTER-WEBBE CO..... | Sloan Bldg. | Cleveland, O. | J. J. Marquart | CLAFFEY ADV. CO..... | Ashland Block | Chicago, Ill. | |
| CARPENTER-REESE-OSWALD CO. d-e-g..... | Sloan Bldg. | Cleveland, O. | J. J. Marquart | CLARKE-WHITCRAFT CO. e-g-h..... | 527 Hale Bldg. | Philadelphia, Pa. | |
| CARR & COLUMBIA, INC. d-e-f-g..... | 132 Madison Av. | New York City | G. Gamble | CLARKE ADV. AGCY. E. H. 28 E. Jackson Blvd. | Chicago, Ill. | | S. R. Tiedman A. E. Stern |
| CASEY-LEWIS ADV. CO., INC. d..... | Stahlman Bldg. | Nashville, Tenn. | Rumsey Lewis | CLATFELTER, HARRY d-f..... | Jefferson Bldg. | Peoria, Ill. | Harry Clatfelter |
| CASS ADV. AGCY..... | Mount Carmel, Ill. | | | CLAY, H. J., d..... | Union Nat. Bk. Bldg. | Wichita, Kan. | |
| CASTELLO, RAYMOND L..... | Miller Bldg. | Fittsfield, Mass. | | CLOUGH ADV. AGCY., INC., JOHN L. a-e-f-g..... | 18 E. Vermont St. | Indianapolis, Ind. | J. L. Clough E. F. Rowe J. W. Ridge |
| CATES ADV. CO. d..... | Slaughter Bldg. | Dallas, Tex. | C. C. Cates | CLUTCH ADVG. AGCY., ROBERT W. d..... | Penfield Bldg. | Philadelphia | Robt. M. Clutch, Jr. |
| CENTRAL ADVERTISERS AGENCY d..... | Orpheum Bldg. | Wichita, Kan. | C. R. Winters | COAST ADV. SERVICE..... | 83 Columbia St. | Seattle, Wash. | |
| CECIL BARRETO & CECIL, INC. a-b-e-g-h..... | 1121 Bank St. | Richmond, Va. | John H. Cecil S. Jackson | COCHRANE ADV. BUREAU..... | Oliver Bldg. | Pittsburgh, Pa. | |
| CENTRAL ADVERTISING AGCY..... | 366 Madison Av. | New York City | | COCKRANE ADV. AGCY., WITT K. a-e-g..... | 30 N. Dearborn St. | Chicago, Ill. | |
| CENTRAL ADV. SERVICE..... | 286 5th Av. | New York City | Robert Morse Louis Briturtz | COHEN, ABRAHAM..... | 1493 Broadway | New York City | |
| CENTRAL INT'L ADV. AGCY..... | 1152 Milwaukee Av. | Chicago, Ill. | | COLLIER ADVG. AGENCY..... | Dallas, Tex. | | |
| CENTURY ADV. SERVICE..... | 244 5th Av. | New York City | | COLLIER, BARRON G..... | 320 W. 42d St. | New York City | |
| CHAMBERS ADV. AGCY., INC. a-b-e-g-h..... | Maison Blanche Bldg. | New Orleans, La. | M. J. Burvant A. H. Patterson | COLLINS ADVG. AGCY..... | Van Nuys Bldg. | Los Angeles, Cal. | |
| CHAMBERS & WISSWELL, INC. a-e-g..... | 296 Boylston St. | Foston, Mass. | | COLLINS, INC., CLARKSON A., JR. e-f-g..... | 350 Madison Av. | New York City | |
| CHANCE ADV. AGCY., FRANK S. a-g..... | Kahn Bldg. | Indianapolis, Ind. | Harry S. Joseph | (Continued on page 104) | | | |
| CHANDLER & CO., CLEVELAND a..... | 25 Congress St. | Boston, Mass. | C. A. Chandler | | | | |

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Only Two Newspapers Showed a Gain in Paterson in 1922

They were The Press-Guardian and The Sunday Chronicle [Sunday Edition of The Press Guardian]

This chart shows the average net paid gain per day based on statements rendered the Government on October 1, 1921 and October 1, 1922.

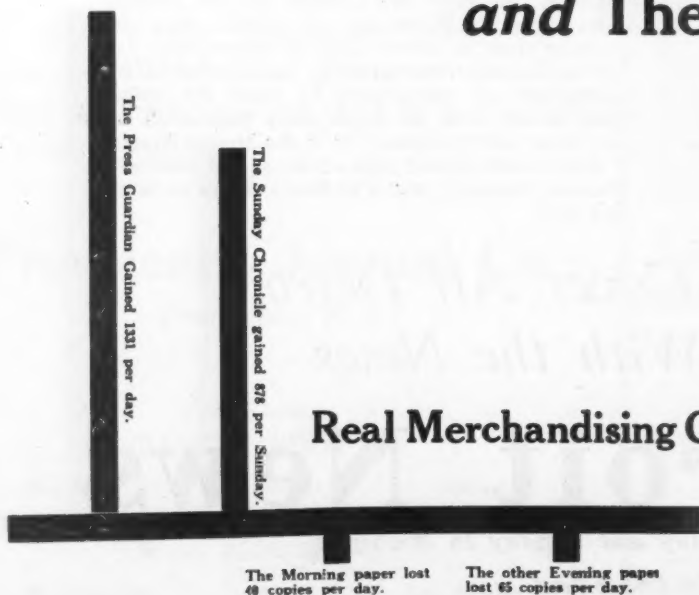
Since its last report was made The Press Guardian has been steadily climbing and the advent of another morning paper has again altered the situation.

Foreign Representatives: Payne, Burns and Smith, New York and Boston
G. Logan Payne Co., Chicago, Detroit, Los Angeles

Real Merchandising Cooperation to the National Advertiser

The Press Guardian

is the Paterson member of The New Jersey Daily League



THE IMPORTANCE OF WASHINGTON

To-day it is not only the Capital City of the United States, but it rises to the dignity of the foremost city of the world—in political and economic leadership.

For your product not to be properly represented in Washington is to lose not only the large local patronage, but to miss the prestige of its far-reaching influence.

In Washington The Star is the leading newspaper of this leading city. A real necessity to cover Washington as it should be covered.

It's a convincing fact that the local merchants use The Star to carry their unabridged messages to the public—in fact it frequently is true that the number of lines of advertising appearing in The Star exceeds considerably that carried by all the other papers combined.

Of course, Washington merchants are in a position to know the value of The Star as an advertising medium.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office:
DAN A. CARROLL
150 Nassau Street

Paris Office:
5 Rue Lamartine

Chicago Office
J. E. LUTZ
Tower Building

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 102

Table listing advertising agencies and their space buyers. Columns include Name, Address, City, and Space Buyers. Agencies listed include COLLINS-KIRK, INC., COLTON CO., COLUMBUS ADV. AGENCY, etc.

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Please Read All This Story!

A little more than a year ago, The Detroit Times came under its present ownership. It had, then, a circulation of 26,000. There were at that time three evening newspapers. Today, The Detroit Times has a circulation in excess of 170,000 and there are now only two papers left in the evening field. But that is not all— There is a SUNDAY Detroit Times, also. The Sunday Detroit Times is only five months old. Its circulation is more than 175,000. Some people say that this breaks all national records for circulation growth. That's interesting! So is the fact that in the last nine months the advertising volume of The Evening Times has increased more than 260%—while The Sunday Times carries already more than 250 columns of advertising in each issue—exclusive of the wonderful American Weekly. In addition to carrying the large copy of every leading Detroit merchant, The Times has flattering representation from the principal national advertisers.

The Automobile Section of The Detroit Times on Sunday carries a most interesting array of the copy of all good cars, accessories, and tires.

The Detroit Times, in its evening edition has heavy automobile representation week after week.

Circulation and advertising are growing steadily—in fact, we've twice outgrown our plant facilities—and another expansion is in process.

All of this is by way of saying that The Times in Detroit is creating national records for solid, substantial, circulation and advertising growth.

It is a medium respected by the local advertiser, because it is respected by the local reader—and the business acumen of the national advertiser has, as usual, not failed to sense this condition.

The rate for national advertising contracts signed before February 1, will be 29 cents a line, too low, by far. Rate after February 1, 1923, will be 33 cents—and too cheap then. The Detroit Times is worth the careful consideration of every space buyer who respects the purchasing power of the advertising dollar.

We have a merchandising department trained to do things a little better than you might expect—nothing freakish—just sensible merchandising aid. Our monthly Retail Times is said to be one of the best trade-aids in the country. Our national representation is in the hands of the G. Logan Payne Company, and Payne, Burns & Smith—folks who know what it's all about from your end.

Thanks for wading through this long tale—but you must admit that we have a "story."

FIFTEEN YEARS OF DOMINANT SUPREMACY

The uninterrupted proven preference of advertisers, both local and national, for the CINCINNATI TIMES-STAR was evidenced again in the year 1922 by

10,459,407 Lines of Display Advertising

This is 1,921,031 lines more than the lineage published by the second paper, including both daily and Sunday editions—or six days against seven.

1921 was the banner year in the history of the TIMES-STAR, with 182,497 lines more than 1922. Yet this amount, by which the year just closed falls short of its 1921 record, is less than one-tenth of the amount by which it still leads its nearest competitor.

The display advertising published by the TIMES-STAR in 1922 is

1,880,823 lines more than the largest amount ever published by any other paper in the city

8,578,584 lines having been published by the second paper in 1920.

That the dominant leadership of the TIMES-STAR is not temporary, accidental or fluctuating, but that it is continuous, progressive and permanent is proved by the display advertising space records for the past 15 years:

| | TIMES-STAR Total Display | EXCESS OVER Second Paper | EXCESS OVER Third Paper |
|------------------|-----------------------------|-----------------------------|----------------------------|
| Year 1922 . . . | 10,459,407 lines | 1,921,031 lines | 3,949,463 lines |
| Average 10 years | 7,439,714 lines | 1,734,459 lines | 2,425,881 lines |
| Average 15 years | 6,273,153 lines | 1,362,626 lines | 1,941,186 lines |

CINCINNATI



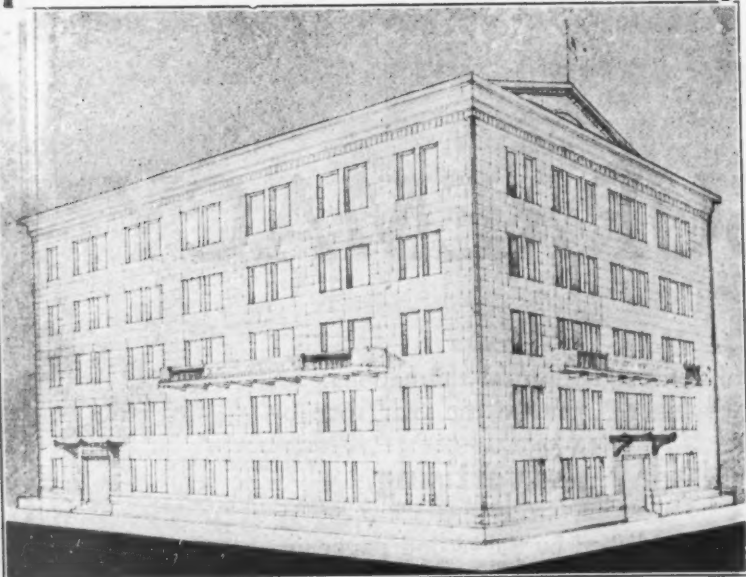
TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

MEMBER AUDIT BUREAU OF CIRCULATIONS

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

| Advertising Rates | |
|-------------------|----------|
| Per line.....Y | 1.25 |
| Per Column..Y | 170.00 |
| Per inch....Y | 12.50 |
| Per page....Y | 2,000.00 |

The Hochi Shimbun
TOKYO, JAPAN

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 104)

| Name | Address | City | Space Buyers |
|---------------------------------|-------------------------------|------------------------------|---|
| DECKER, LTD., HENRY a-e-g | Fuller Bldg. | New York City | George S. Dyer |
| DECKER, J. J. | 1301 G St., N. W. | Washington, D. C. | |
| DEIMEL, ADOLPH | 5 Beekman St. | New York City | A. Deimel |
| | 735 Brunswick Av. | Brooklyn, N. Y. | |
| DELANEY ADVG. SERV., J. F. | 326 W. Madison St. | Chicago, Ill. | |
| DE LEURY-REEDER a | J. M. Studebaker Bldg. | South Bend, Ind. | Lewis J. Fricke |
| DELLEFIELD, A. S. | 127 N. Dearborn St. | Chicago, Ill. | |
| DELMONICO, CHARLES C. | 110 W. 40th St. | New York City | |
| DE LUXE ADVG. BUREAU d-f | 139 N. Clark St. | Chicago, Ill. | M. E. Maggert L. M. Stick |
| DEL PASO ADV. AGCY | Herald Bldg. | El Paso, Texas | |
| DEMPOLIS ADVG. AGCY | Bell Bldg. | Demopolis, Ala. | |
| DENHARD, CHARLES H. | 297 Fourth Av. | New York City | Chas. H. Denhard W. E. Thwing |
| DENNY CO., WM. H. a-g | 1 Madison Av. | New York City | Arthur Nathan W. E. Luetzen- kirchen S. R. White |
| DERBY ADV. AGCY. d | Munsey Bldg. | Washington, D. C. | L. K. DeRoode G. S. DeRouville H. L. Havenor |
| DE ROODE, LOUIS K. | 5 Beekman St. | New York City | |
| DE ROUVILLE, GEORGE S. a-g | Albany Co. Savings Bk. Bldg. | Albany, N. Y. | |
| DETROIT ADV. SERVICE | Free Press Bldg. | Detroit, Mich. | |
| D'EVELYN, NORMAN F. d-f | Balfour Bldg. | San Francisco, Cal. | N. F. D'Evelyn |
| DEVINE, JAMES A. | 41 Park Row | New York City | |
| DIENER & DORSKIND d | 1393 Broadway | New York City | Henry Gold R. H. Dippy Henry Haas |
| DIPPY ADV. AGCY. R. H. a-e-g | Deuckla Bldg. | Philadelphia, Pa. | |
| DIRECT ADV. CO. | 538 S. Clark St. | Chicago, Ill. | |
| DISTLEHORST CO., A. E. | 105 S. Court Sq. | Memphis, Tenn. | |
| DIITMANN ADV. AGCY | 1309 Locust St. | Philadelphia, Pa. | |
| DOBBS ADVG. AGENCY a-e-g | 228 Main St. | Danbury, Conn. | Miss L. M. Sniffen |
| DOE ADV. AGCY., E. H. a-e-g | Keller Bldg. | Louisville, Ky. | C. H. L. Hudson Elmer H. Doe |
| | Stevens Bldg. | Chicago, Ill. | |
| | 9 E. 46th St. | New York City | |
| DOLENMAYER ADV. AGCY. a-e-g | 315 Marquette Ave. | Minneapolis, Minn. | |
| DOLINSKI ADVG. AGCY., M. R. | 1136 Milwaukee Av. | Chicago, Ill. | |
| DOLMAN & HOPKINS d-f | New Call Bldg. | San Francisco, Cal. | H. C. Hopkins M. T. Dolman |
| DOMBROWER, RALPH L. d | Mutual Bldg. | Richmond, Va. | R. L. Dombrower |
| | 1334 G St., N. W. | Washington, D. C. | |
| DONATH SERVICE | 110 W. 40th St. | New York City | |
| DONAHUE ADV. AGCY., INC. | 253 Broadway | New York City | John J. Hagan |
| | 603 E. Tremont Av. | Cleveland, Ohio | |
| DONNELLY CO., LEE E. | Ulmer Bldg. | Cleveland, Ohio | |
| DONOVAN-ARMSTRONG a-e-g | 1211 Chestnut St. | Philadelphia, Pa. | J. A. McPadden |
| DOOLITTLE, R. EDSON | 656 Broadway | New York City | |
| DOREMUS & CO., INC. a-e-g | 44 Broadway | New York City | |
| | 208 S. La Salle St. | Chicago, Ill. | |
| DORLAND ADV. AGCY., INC. a-e-g | 244 Madison Av. | New York City | |
| | Presston Bldg. | Atlantic City, N. J. | |
| | 313 Bond St. | Asbury Park, N. J. | |
| | 16 Regent St. SWI. | London, England | |
| | 24 Blvd. Des Capu- cines | Paris, France | Martin J. Conway |
| | Jerusalem St. | 46 Berlin, Germany | William Manning |
| | Avenida de Mayo, | Buenos Aires, Ar- gentine | |
| | 137 Avenida Rio- l' Branco | Rio Janeiro, Brazil | |
| DORRANCE & SULLIVAN, INC. a-e-g | New York City | 130 W. 42d st. | Harry E. Pengel |
| | Chicago, Ill. | 332 S. Michigan ave. | G. C. Jefferson |
| | South Bend, Ind. | W. Colfax Av. & Main St. | |
| DOUGHTON ADV. AGCY., STEPHEN | Volunteer Bldg. | Chattanooga, Tenn. | J. R. Jarnagin Robert Patterson |
| DOUGHTY ADV. AGCY. CO. | 448 Main St. | Cincinnati, O. | J. V. Ewan |
| CHARLES L. a-e-g | 208 S. La Salle St. | Chicago, Ill. | |
| DOW-JONES & CO. | 496 Exchange St. | Rochester, N. Y. | Clinton A. Down |
| DOWN, INC. CLINTON A. d | Union St. | Nashville, Tenn. | J. W. Draue |
| DRANE ADV. AGCY., JAMES W. | 150 E. Main St. | Gallatin, Tenn. | |
| DRECHSLER-PEARL CO. d | Munsey Bldg. | Baltimore, Md. | |
| DRURY COMPANY d | Monadnock Bldg. | San Francisco, Cal. | Newton B. Drury Aubrey Drury |
| DEKELOW & WALKER CO. a-g | 246 Washington St. | Boston, Mass. | C. F. Dukelow |
| INC. a-g | 71 Broad St. | New York City | |
| DUNHAM CO. JOHN H. a-d-e-g | 400 N. Michigan Av. | Chicago, Ill. | H. R. Van Gunten |
| DUNLAP-WARD ADV. CO. a-e-g-h | 308 Euclid Av. | Cleveland, Ohio | F. K. Hall |
| DUNLOP ADV. AGCY. | Silver Bow Bldg. | Butte, Mont. | L. F. Dunlop |
| DUNNE CO., INC., DESMOND g | 30 E. 42d St. | New York City | |
| DU NOYER ADV. AGCY. FRANK | Mayro Bldg. | Utica, N. Y. | |
| DIPELL, A. E. | 752 Fulton St. | Brooklyn, N. Y. | |
| DURST, JASON E. | | Dayton, Ohio | |
| DWIGHT CO., JOHN | 216 Worthington St. | Springfield, Mass. | |
| DYER CO., GEORGE L. a-e-g-h | 42 Broadway | New York City | W. L. Dotts |
| | 76 W. Monroe St. | Chicago, Ill. | |
| E | | | |
| EASTERN ADV. CO. | Liberty Bldg. | New Haven, Conn. | George H. Gould |
| EASTMAN ADV. AGCY. | Central Nat. Bk. Bldg. | Topeka, Kans. | |
| EASTMAN & CO. f | 53 W. Jackson Blvd. | Chicago, Ill. | D. T. Eastman Warren Eccles M. L. Eccles |
| ECCLES, WARREN | 443 Cedar Av. | Long Beach, Cal. | |
| ECHTERNACH ADVG. AGCY. | New Call Bldg. | Denver, Colo. | |
| ECLIPSE ADV. AGCY. | 5601 Aberdeen St. | Chicago, Ill. | |
| ECONOMY ADV. SERVICE | 210 Pearl St. | Buffalo, N. Y. | |
| ECONOMY SERVICE | 231 W. 39th St. | New York City | |
| | 215 S. Market St. | Chicago, Ill. | |
| EDDY, LOUIS O. e-g | Marshall Field Bldg. | Chicago, Ill. | |
| EDUCATIONAL ADVG. AGCY. | 1133 Broadway | New York City | Paul C. Hunter, George D. Bryson, New York; Agnes F. Pinoy, Chi- cago |
| | 6 N. Michigan Av. | Chicago, Ill. | |
| EDWARDS & CO., G. W. a-e-g-h | 328 Chestnut St. | Philadelphia, Pa. | Geo. T. Street, Jr. |
| EGYPTIAN ADVG. AGENCY d | | Marion, Ill. | Oldham Paisley |
| EHLBERT ADV. SERV., INC. | 14 E. Jackson Blvd. | Chicago, Ill. | |
| EHRlich, I. J. | 282 Court St. | Brooklyn, N. Y. | |

(Continued on page 111)

EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

*“As Milwaukee Buys—The Nation Buys!—
—Try It Out In Representative Milwaukee”*

Sell Milwaukee First

THERE are half a million buyers in the first city of diversified industry in the United States. Purchases run high in Milwaukee, averaging more than \$9,000,000 every business day—more than one million dollars every hour. Wisconsin purchases average \$33,000,000 every business day.

Business has been consistently good here during the last year, and, based on present activity, 1923 should develop even bigger buying.

A receptive audience in a receptive market invites additional advertising and sales effort. The response of this market is assured. Have you as a manufacturer or advertiser something to contribute to the comfort and daily life of Milwaukee and Wisconsin people? Remember there are approximately three million people in this market, and 54% of this population is concentrated in the 150 mile zone of which Milwaukee is the metropolis.

Here The Milwaukee Journal offers most as your sales medium. The Journal delivers 80% direct coverage of Milwaukee at one low cost, being read by four out of every five English-reading Milwaukee families.

Furthermore, The Journal penetrates to every corner of Wisconsin and Upper Michigan. Constant repetition will brand your name, your product, your trade mark in the buying consciousness of the people of this territory which is served by Milwaukee jobbers.

**The Milwaukee
JOURNAL
FIRST - by Merit**

*Sales and advertising managers are
requested to send for The Journal's
analyses of the Milwaukee Market in
relation to various products.*

The Ault & Wiborg Co.

Ink problems
are eliminated the
day you start using
Gritless News Ink

CREATORS
OF—

Gritless News

OUR WEB PRESS COLORS

have raised the comic supplements and
magazine sections to the same envi-
able position now held by all
black and white sections printed
with Gritless News Ink.

Manufacturers
of clean, bright
and snappy—

Web P



American Branches of The Ault & Wiborg Co.

| | | | |
|------------|--------------|-------------|---------------|
| CINCINNATI | PHILADELPHIA | DETROIT | MILWAUKEE |
| NEW YORK | RICHMOND | BUFFALO | MINNEAPOLIS |
| BOSTON | CHICAGO | ATLANTA | ST. PAUL |
| BALTIMORE | CLEVELAND | ST. LOUIS | SAN FRANCISCO |
| FORT WORTH | | LOS ANGELES | |

Establishing and maintaining high standards in the production of ink could have but one result—the building of an enviable and an ever increasing demand for The Ault & Wiborg Co. products.



The Sign of Quality

News Ink

urers
right
py—

**GRITLESS
NEWS INK**

has been tested under all conditions and still maintains its position as the fastest selling and most popular ink in the United States. Used on the best printed newspapers, eliminating the "filled-in cut" and the time wasting "wash-up." America's best news ink.

Press Colors

*First—(today
the largest)—
American pro-
ducers of—*

OUR ROTOGRAVURE INKS set the American standard — (recognized as the highest)—and naturally are preferred in this most exacting field of artistic printing.

Rotogravure Ink

THE NEW LEADER
OF THE SOUTH'S NEWSPAPERDOM
FORT WORTH STAR-TELEGRAM
FORT WORTH, TEXAS

The Official Score Oct. 1st, 1922
GOVERNMENT REPORT

Average Net Paid Circulation
Daily and Sunday Combined

| | |
|--|---------------|
| STAR-TELEGRAM FORT WORTH, TEXAS. | 93,074 |
| COMMERCIAL APPEAL MEMPHIS, TENN. | 88,546 |
| TIMES-PICAYUNE NEW ORLEANS, LA. | 76,755 |
| JOURNAL ATLANTA, GA. | 67,293 |
| DALLAS NEWS DALLAS, TEXAS. | 66,269 |
| RECORD FORT WORTH, TEXAS. | 29,536 |

FORT WORTH STAR-TELEGRAM
FORT WORTH, TEXAS

NOW OVER
90,000 DAILY

NOW OVER
105,000 SUNDAY

Has considerably more circulation than any other three papers combined in West Texas, one of the richest sections in the South, covering 897 towns, with a population close to 2,000,000.

No Contests, Premiums or Schemes—Just a Newspaper

AMON G. CARTER,
Vice President and Gen. Mgr.

CHARTER MEMBER A. B. C.

A. L. SHUMAN,
Advertising Manager

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 106

Table listing advertising agencies and their space buyers. Columns include Name, Address, City, and Space Buyers. Agencies listed include Eldredge Co., Elliott Adv. Service, Ellis Co., Empire Adv. Service, Engleman Adv. Agency, Erwin, Wasey & Co., Etherington Service, Fairall & Battenfield, Inc., Fairfield & Co., Fairfax Adv. Agency, Inc., Farmer's Adv. Bureau, Farnsworth, Brown & Schaefer, Inc., Farquhar & Seid, Inc., Farrar Adv. Co., Faurote, Fay Leone, Fawcett Adv. Agency, Fechenheimer, Richard, Feigenbaum Adv. Service, Fenton, Richard L., Ferguson-Silva Adv. Co., Ferree - Taylor - Brown Adv. Agency, Ferry - Hanly Adv. Co., Fidelity Adv. Agency, Inc., Field Adv. Service, Fink & Baker, Inc., Fink & Paine, Inc., Finch Adv. Agency, Inc., Finestone Adv. Agency, Finlay Adv. Agency, Inc., Finney Adv. Co., Fonda - Haupt Co., Inc., Ford Co., Inc., Foreign Adv. Service Bureau, Inc., Foreign Press Publicity Service, Forker, Donald E., Fort Lewis D., Foster, William G., Foulck Adv. Agency, R. F., Fox Adv. Service, Fox & Mackenzie, Inc., Frailey Adv. Co., Francis Adv. Agency, Frank & Co., Albert, Franklin Adv. Agency, Franklin Adv. Corp., Franklin Adv. Serv., Inc., Franklin Co.

Table listing advertising agencies and their space buyers. Columns include Name, Address, City, and Space Buyers. Agencies listed include Frazier Co., Fredericksburg Adv. Co., Freeman Adv. Agency, Inc., Freitag-Williams Co., Frey Co., Charles Daniel, Friend Adv. Agency, Friend-Wiener Adv. Agency, Frisbie, Myles T., Frizzell Adv. Agency, Inc., Frost Co., Inc., Frowert Co., Inc., Fuguet & Co., Inc., Fuller Co., Charles H., Fuller & Smith, Fyfe Co., Gaebler Adv. Agency, Gamelin Adv. Service, Gantert, C. Palmer, Gardner-Glenn Buck Adv. Co., Gardiner & Wells, Inc., Garvey-Anderson Co., Gates & Co., W. N., Gaylor, Albro, General Adv. Sales Corp., Genesee Adv. Agency, Geyser - Dayton Adv. Co., Gibson Co., George H., Gill, J. Nelson, Gillam's Service, Gillespie Co., Gillespie, John I., Gillham Co., Inc., Glade & Giles Adv. Agency, Glaser Corporation, Gleason Adv. Agency, Glidden & Evers, Globe Adv. Agency, Inc., Globe Adv. Service, Golden Co., Louis H., Golden State Adv. Co., Goldine Adv. Agency, Goldman's Adv. Serv., Inc., Goldsmith Co., Goldsmith, L. S., Goldstein, Louis L., Good Adv. Co., H. H., Goodcell - Parton Adv. Agency, Goodnow Adv. Agency, Goodman, Philip, Goodwin, Inc., Goodwin-Mann, Inc., Gordon-Marx Co., Gormley-Smith-Peifer, Inc., Gornay, Inc., Gotham Adv. Co., Gould Adv. Agency, Gould Co., M. P., Goulston Adv. Agency, Inc., Gray Adv. Co., Inc., Gray & Co., A. A., Gray Russell T. F., Grayhurst, J. W., Green Adv. Agency, Inc., Green Fultons, Greenleaf Co., Greenlucas Co., Greene, Carl H., Grief & Ward, Inc., Greve Adv. Agency, Inc., Griffin & Johnson, Inc., Griffith Adv. Agency, Griffith Adv. Agency, Griswold - Eshleman Co.

EXPLANATION OF KEY LETTERS

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I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. K—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation that effect has been purposely omitted in listing.

(Continued on page 112)

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 111

Table with columns: Name, Address, City, Space Buyers. Lists various advertising agencies and their clients across multiple columns.

EXPLANATION OF KEY LETTERS

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I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Letters Like These

Fort Worth Star-Telegram
 FULL DAY ASSOCIATED PRESS REPORT BY LEASED WIRE
 DAILY & SUNDAY SWORN CIRCULATION
 Fort Worth, Texas
 December 30, 1921.

OFFICE OF ADVERTISING MANAGER

Thomas W. Briggs Company
 Goodbar Building,
 Memphis, Tennessee.

Gentlemen:

It is a pleasure to advise that we are going to press Saturday, December 31st, with our second Business Review page containing 128 1/2 inches of advertising.

We desire to express our appreciation of the splendid corps of salesmen who have secured this business. We are very much pleased with the manner in which they have co-operated with us in placing only the best class of business on this page. The entire crew is to be commended for their efficient methods and dignified solicitation.

Wishing you every success, we are
 Yours very truly,
 PORT WORTH STAR-TELEGRAM,
A. Shuman
 Advertising Mgr. & Treas.

THE BEACON JOURNAL
 POPULATION OF AKRON 1900 42,728
 POPULATION OF AKRON 1910 49,058
 POPULATION OF AKRON 1920 508,416
 GAIN IN TEN YEARS 300%
 MEMBER OF NATIONAL PUBLISHERS ASSOCIATION
 MEMBER OF ADVERTISING COUNCIL OF AMERICA

C. L. KNIGHT
 PUBLISHER
 A. H. BABBY
 BUSINESS MANAGER

32.587
 AKRON, OHIO, December 5, 1921.

Dear Sirs:

We were able to go to press Saturday December 3rd., with our first INDUSTRIAL PAGE, carrying one hundred thirty-two inches of advertising.

We wish to say a word of commendation for the excellent force of workers who carried the press forward to a successful finish, despite the depression which has been felt in Akron for several months. It has never before been our pleasure to work in such perfect accord with men as we have been privileged during the progress of this work.

They did their work efficiently and quietly, without any undue collaboration with The Beacon Journal, and if we at any time can say a good word to further your interest we will be glad to do so.

We have no doubt but that the good impression made will continue to exist, and trust we may again look forward to its continuance after the expiration of the present contract.

Yours very truly,
 THE BEACON JOURNAL CO.,
A. H. Babby
 Business Manager

Speak for Themselves

Our "Weekly Business Review Page" is a permanent feature that adds 10,000 lines of local display to your monthly count. And it is business which you would not get otherwise.

The fact that we can send you dozens of fac-simile letters like the above, from publishers all over the country, proves our claim of service of the highest type. We make the contracts and renew them before expiration.

We make advertisers of non-advertisers. We prove the value of local advertising to your manufacturers and wholesale jobbers.

If your city is larger than 40,000, we can offer you a very interesting proposition for our weekly business review page. And should there be a legitimate reason for one, we can sell a special edition for you.

To get samples of our work, to get details of our plan, to get list of references, places you under no obligations, simply write or wire—

Thomas W. Briggs Co.

Operating In United States and Canada
 Home Office - Memphis, Tenn., U. S. A.
 Financial References: *Dun's and Bradstreet's*



The Only 42-em Line Composing Machine

Large type is usually set in wide lines. The common limit of width for slug-casting machines is 30 ems (5 inches)—less than three newspaper columns. Wide Measure Intertypes, one of which, Model D-s.m., is illustrated above, can set a line up to 42 ems wide (7 inches) on a single slug. This exclusive Intertype feature, which is applicable to all models, is useful for ordinary text composition in extra wide measures, as well as for display work.

INTERTYPE

Save Money with Display Intertypes

Display lines up to full width 36-point bold can be set on economical Intertype slugs

MOST display composition is in sizes not larger than 36-point. Display Intertypes, which set all sizes up to full width 36-point bold, offer a wonderful opportunity for substantially larger profits on this class of work.

It is the old story of hand work versus machine work—and the machines always win.

The time-savings start with the actual setting of the line—keyboard operation and automatic justification in place of picking up and justifying separate pieces of type. Then come the advantages of Intertype slugs in handling, make-up, and lock-up. Finally, the Intertype way simplifies breaking up the form and eliminates distribution.

Display Intertypes are very flexible—easy to change from one size or face to another. Small fonts of matrix faces, especially the larger Intertype sizes up to full width 36-point bold, can be stored in Intertype Split Magazines and used very profitably for job and display ad composition. The Split Magazines are provided with convenient handles, as shown in the illustration, and can be changed in a few seconds.



Intertype Corporation

General Offices, 50 COURT STREET, BROOKLYN, N. Y.

New England Sales Office, 49 Federal Street, Boston
Middle Western Branch, Rand-McNally Building, Chicago

Canadian Agents: Toronto Type Foundry Co., Ltd., Toronto

Pacific Coast Branch, 560 Howard Street, San Francisco
Southern Branch, 160 Madison Avenue, Memphis
British Branch, Intertype Limited,
15 Britannia St., King's Cross, London, W. C. 1

INTERTYPE

NEW HAVEN

Connecticut's Largest City

NEW HAVEN is the Largest city in the state of Connecticut in the midst of the most active Manufacturing districts of the United States.

NEW HAVEN is a world's center for the manufacture of household hardware, clocks, steel wire, copper wire, rifles, ammunition, sporting goods, paper boxes, corsets, hosiery and rubber goods, a great diversity of manufactures.

NEW HAVEN is a prosperous community with a population of over 186,000 and a large percentage of wage earners owning their own homes.

NEW HAVEN has banking resources of over 125 Million Dollars.

NEW HAVEN is the opening wedge to the fertile Connecticut field.

THE NEW HAVEN REGISTER

Covers The Field

THE REGISTER is overwhelmingly first in New Haven and is everywhere recognized as the leading and influential medium of the community.

THE REGISTER carried several million lines of advertising each year, more than its nearest competitor.

THE REGISTER with over 35,000 net paid circulation daily, 91% of which is delivered within 10 miles of the New Haven City Hall, has a larger circulation than the combined totals of its two nearest competitors.

THE REGISTER brings results to its advertisers. Its concentrated circulation brings from five to ten times the results of any competitor.

THE REGISTER completely covers the field at minimum cost. It is not necessary to use any other paper in New Haven to secure maximum results.

THE REGISTER has more exclusive accounts than any other paper in the state. It covers the field.

No Connecticut Campaign is Complete without
The New Haven Register

INCLUDE THE REGISTER IN YOUR 1923 SELLING PLANS

THE JULIUS MATHEWS SPECIAL AGENCY

Boston New York Chicago Detroit

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 112)

| Name | Address | City | Space Buyers |
|--|-------------------------|----------------------|---|
| KARRER ADVG. SERVICE | 113 Lincoln St. | Boston, Mass. | H. J. Manthorne |
| KASS & CO., W. I. | 36 E. 23d St. | New York City | |
| KASTOR & SONS ADVG. CO. | Lytton Bldg. | Chicago, Ill. | A. G. Kastor |
| H. W. a-e-g. | 52 Vanderbilt Av. | New York City | |
| | 18 E. 41st St. | New York City | |
| | 52 Vanderbilt Av. | New York City | |
| KATZ CO., JOSEPH a-f. | Lexington Bldg. | Baltimore, Md. | Joseph Katz |
| KAUFMAN-CLIFFORD, INC. | Webster Bldg. | Chicago, Ill. | |
| KAW ADV. AGCY. | Aetna Bldg. | Topeka, Kans. | |
| KAY CO., J. ROLAND a-e-g. | 161 E. Erie St. | Chicago, Ill. | |
| | 18 E. 41st St. | New York City | |
| | 95 Nassau St. | New York City | |
| KEANE, N. W. a-g. | 16 Central St. | Boston, Mass. | Charles D. Kean |
| KEARNEY ADV. CO. | Phoenix Bldg. | Butte, Mont. | D. Kearney |
| KEECH & BECK d-e-g. | 1269 Broadway | New York City | William B. Collins |
| KEEFER, C. A. | | Ravena, N. Y. | |
| KEELOR & HALL CO. f. | 325 E. 4th St. | Cincinnati, Ohio | S. B. Mallon |
| KEEMER CO., CLARENCE B. | | Toledo, Ohio | R. E. Forshee |
| KEENAN ADV. AGCY., J. L. e-g. | 550 Main St. | Rochester, N. Y. | J. L. Keenan |
| KEESHEN ADV. CO. d-e-g. | 211 1/2 W. 1st St. | Oklahoma City, Okla. | James Keeshen |
| KEHLER, JAMES HOWARD. | 645 N. Mich. Av. | Chicago, Ill. | |
| | 9 E. 40th St. | New York City | |
| KEIM ADVG. AGCY. d. | 1517 3d Av. | New York City | H. Steiner |
| KELLEY CO., MARTIN V. a-e-g. | 2d Nat. Bk. Bldg. | Toledo, Ohio | C. M. Faben (Toledo); P. B. Bromfield, C. Wohlpart (New York) |
| | 19 W. 44th St. | New York City | |
| KELLY, EDWARD M. | 952 Ellicott Sq. | Buffalo, N. Y. | |
| KELSEY, FENTON | People's Gas Bldg. | Chicago, Ill. | |
| KELSEY ADV. SERVICE, L. H. | | | |
| | | San Francisco, Cal. | |
| | | Cincinnati, O. | |
| KENDALL CO. | 102 W. 42d St. | New York City | |
| KILMER AGCY., WILLIS | Lewis & Chenango | | |
| SHARPE | | Binghamton, N. Y. | Edith Quirk |
| KIERMAN & CO., FRANK a-e-g. | 135 Broadway | New York City | |
| KILLIAN ADVG. AGCY., THOS. | | Los Angeles, Cal. | |
| KINDSGRAB CO., INC. e-g. | 41 Union Square | New York City | |
| KING, JOHN S. a-e-g. | Newman-Stern Bldg. | Cleveland, Ohio | |
| KINGSLEY ADV. AGCY., GUY. | Flood Bldg. | San Francisco, Cal. | |
| KINGSLEY, INC., RALPH f. | 47 W. 34th St. | New York City | |
| KINGSTON CO. | Citizens' Bldg. | Cleveland, Ohio | |
| KINNEY & MURRAY | 25 Church St. | New York City | H. G. Murray |
| KIRKGASSER & CO., GEORGE J. | Wrigley Bldg. | Chicago, Ill. | L. A. Drew |
| | 127 29th St. | Milwaukee, Wis. | T. C. Hatch |
| KIRKPATRICK ADV. SERVICE. | Northwestern Bank Bldg. | Portland, Ore. | |
| KIRTLAND-ENGEL CO. a-e-g. | 646 N. Mich. Ave. | Chicago, Ill. | |
| KLAUSNER, JULIUS | 280 Madison Av. | New York City | |
| KLAU-VAN PIETERSOM-DUNLAP, INC. a-e-g-h. | 131 2d St. | Milwaukee, Wis. | F. De Wolfe |
| KLEIN ADV. CO. | 1 W. 34th St. | New York City | A. Van Pietersom |
| | | Philadelphia, Pa. | H. J. Kleinman |
| | | | R. C. Crane |
| | | | O. B. Sutherland |
| KLINE ADV. AGCY. | Kline Bldg. | Kent, Ohio | Fred L. Kline |
| | 1442 E. 112th St. | Cleveland, Ohio | |
| KLING CO., ARTHUR R. | Rea Bldg. | Terre Haute, Ind. | |
| | Merch's Bk. Bldg. | Evansville, Ind. | |
| KLING-GIBSON CO. a-e-f-g. | 220 S. State St. | Chicago, Ill. | Caroline E. Bonnesen |
| KLOTZ & CO., H. M. | 1st Nat. Bk. Bldg. | Hammcd, Ind. | |
| KNIGHT CO. | 137 S. La Salle St. | Chicago, Ill. | |
| KNIGHT, INC., EMERSON B. | Fidelity Tr. Bldg. | Indianapolis, Ind. | |
| KNOTT, INC., HENRY a-e-g. | 739 Boylston St. | Boston, Mass. | Henry Knott |
| KNOWLES COMPANY, S. F. | 320 Market St. | San Francisco, Cal. | |
| KOBBE CO., INC., PHILIP a-e-g. | 208 5th Ave. | New York City | |
| KOCH'S ADV. AGCY. | 208 Broadway | Brooklyn, N. Y. | |
| KOCH CO. a-f-g-h. | 432 Broadway | Milwaukee, Wis. | M. M. Taylor |
| | | | C. F. Bennett |
| | | | C. E. Walters |
| | | | C. B. Caldwell |
| KOHL ADVERTISING AGCY. | Rust Bldg. | Tacoma, Wash. | |
| KOHOHN ADV. AGCY., H. B. d. | Leader-News Bldg. | Cleveland, Ohio | H. B. Kohorn |
| KOLLOCK, EDWARD D. a-g. | 201 Devonshire St. | Roston, Mass. | E. D. Kollock |
| KOSTER ADV. AGENCY. | 365 E. 169th St. | New York City | |
| KRAFF ADV. AGCY. a-e-f-g. | Palace Bldg. | Minneapolis, Minn. | E. A. Engstrom |
| KROH, HARRY H. e. | Kinmonth Bldg. | Asbury Park, N. J. | Norm E. Kraff |
| | 280 Broadway | New York City | Harry H. Kroh |
| | | | J. F. Lyon |
| KRUEGER ADVG. AGCY., JOHN | | | John G. Krueger |
| G. d. | 32 Clinton St. | Newark, N. J. | William Rankin |
| KUNSMAN ADVG. SERVICE. | 528 Washington St. | Reading, Pa. | |
| L | | | |
| LAFFERTY ADVG. SERVICE d. | Savings Bank Bldg. | Grand Rapids, Mich. | J. W. Lafferty, Sr. |
| LAFLEN, H. A. | Syndicate Bldg. | Oakland, Cal. | J. W. Lafferty, Jr. |
| LAKE & DUNHAM ADV. AGCY., INC. a-b-e-g. | Exchange Bldg. | Memphis, Tenn. | Ed. S. Dunham |
| LAMBERT & FEASLEY, INC. | 17 East 49th St. | New York City | E. W. Whitlock |
| LAMPORT - MACDONALD CO. | | | |
| a-e-f-g. | J. M. S. Bldg. | South Bend, Ind. | E. B. Gemberling |
| LAMY ADV. AGCY. | 822 Mayo Bldg. | Tulsa, Okla. | |
| LANDAU, ADOLPH B. | 157 E. Broadway | New York City | |
| LANDSHEET ADV. AGCY. c-f-g. | Brisbane Bldg. | Buffalo, N. Y. | |
| LANDSMAN, BENJAMIN | 47 W. 34th St. | New York City | Benjamin Landsman |
| LANFORD, H. G. | Austell Bldg. | Atlanta, Ga. | |
| LANGDON-LAWRENCE CO. | 608 S. Dearborn St. | Chicago, Ill. | |
| LAPORTE & AUSTIN c-f-g. | 261 Broadway | New York City | |
| LARCHER-HORTON CO. a-e-g. | 44 Franklin St. | Providence, R. I. | |
| LAWYERS' ADV. CO., INC. | 55 Liberty St. | New York City | |
| LEDDY & JOHNSTON a-e-g. | 41 Park Row | New York City | James F. Martine |
| | | | Thos. W. Ferrow |
| | | | William Eichorr |
| LEE, L. K. | Dispatch Bldg. | St. Paul, Minn. | |
| LEE, WALKER T. | | Atlanta, Ga. | |
| LEE, WILSON H. e-g. | 6 Church St. | New Haven, Conn. | |
| | 945 Main St. | Bridgeport, Conn. | |
| LEES, GEORGE E. d-e-f-g. | Euclid Bldg. | Cleveland, Ohio | G. E. Lees |
| LEGGETT, J. ALEXANDER. | 1476 Broadway | New York City | |
| LEGEN ADVG. AGCY., JOS. G. | Merritt Bldg. | Los Angeles, Cal. | |
| LEHOFF, FRANK W. | 20 W. Jackson Blvd. | Chicago, Ill. | |
| LENINGTON & SHAW ADVER. | | | |
| TISING SERVICE | | Dallas, Tex. | |
| LENOX HILL ADVG. AGCY. d. | 1318 2d Av. | New York City | Henry Weissfeld |
| LENT & CO., EDWARD O., JR. a. | Plymouth Bldg. | Sioux City, Ia. | Ed. O. Lent, Jr. |
| LESAN ADV. AGCY., H. E. | 440 4th Av. | New York City | Charles Lansdon |
| a-e-f-g-h | Republic Bldg. | Chicago, Ill. | C. H. Weissner |

(Continued on page 188)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation that effect has been purposely omitted in listing.



Your Advertisement Is Read

WHEN it appears in The Christian Science Monitor, for people really **READ** the Monitor's advertisements, as well as its clean, constructive news, its literary, artistic and critical articles, its forceful, unbiased editorials.

National Advertisers in the Monitor include Railway and Steamship Lines, Hotels, Schools, Investment Houses and the manufacturers of many products whose nation-wide distribution corresponds with the Monitor's nation-wide circulation.

To reach a discriminating and unusually responsive element of the buying public put the Monitor on your schedule.

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

MEMBER A. B. C.

Published in Boston and Read Throughout the World

ADVERTISING AGENCIES AND THEIR SPACE BUYERS (Continued from page 116)

FLORIDA TIMES-UNION

JACKSONVILLE, FLA.

THE FLORIDA TIMES-UNION leads all other newspapers in its territory in daily and Sunday circulation.

The Home delivered circulation of the Florida Times-Union in the City of Jacksonville is 7,000 greater than that of the afternoon paper. The circulation of the Sunday Times-Union in the City of Jacksonville is greater than the total paid circulation of the afternoon paper.

Practically every national account in this territory uses the Times-Union; very many of them use the Times-Union exclusively.

The Times-Union's merchandising department is alert and promptly renders efficient service.

Representatives in the national field: Benjamin & Kentnor Company, New York and Chicago.

Table with columns: Name, Address, City, Space Buyers. Lists various advertising agencies and their space buyers across multiple cities.

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.

Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Leadership of The New York Times

From "A Study of The New York Times" by John F. Sweeney, of the Sweeney & James Co., advertising agents, Cleveland, Ohio

In 1922 The New York Times published 24,142,222 agate lines of advertising, 2,489,609 lines more than in 1921 and an excess of 6,898,132 lines over the volume printed by the second New York newspaper.

The New York Times has for years led all other New York newspapers in volume of advertising. The Times believes that the function of a newspaper advertising department is to sell advertising space. What it offers to advertisers in quality and volume of circulation, buying power, confidence and responsiveness of readers and established results is of great value to an advertiser.

FIRST ON THE LIST

Rarely does a newspaper advertising campaign covering the New York metropolitan district fail to include The New York Times as the first newspaper on the list. In national campaigns, where only one New York newspaper is used, The Times, with few exceptions, is chosen.

Announcements of merchandise frequently appear only in The Times, at least in the eastern United States. Advertisements of companies specializing in the construction of large buildings, announcements of gas engines, machinery, hardware and other lines, heretofore advertised almost exclusively in trade periodicals, now appear with increasing frequency in The New York Times.

The development of new lines of business and the encouragement of heretofore undeveloped sources of advertising is considered well worth while by The Times. In this, as in many other enterprises on which The Times expends time and money, it is rendering a service to other newspapers.

PRODUCES UNUSUAL RESULTS

The confidence which readers feel in the dependability of the news columns of The New York Times is reflected in the advertising columns and in the great purchasing power of its readers, producing results to advertisers which frequently are remarkable. Many profitable businesses have been built up, efficient selling organizations formed and merchandise of every description sold in large volume through the Times.

The New York Times is distributed in 8,000 cities, towns and villages throughout the United States. On week days the sale of The Times is 350,000 and on Sundays it is purchased by 550,000 persons.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO

時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:

JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

TOKYO, JAPAN

Cables:
"Jiji Tokyo"
Bentley Code

Morning
and Evening
Editions

"In Japan, the Buyers Read the Jiji"

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 118)

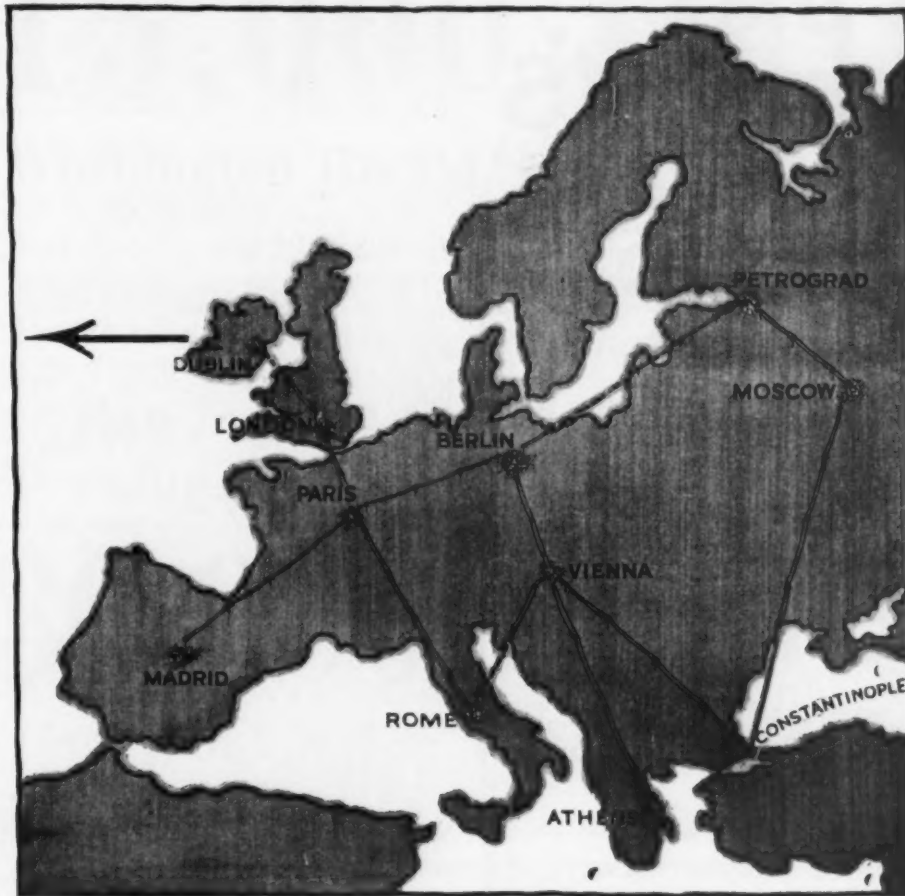
| Name | Address | City | Space Buyers |
|---|--------------------------------------|------------------------------------|--|
| MAC MARTIN ADV. AGCY., INC. <i>d-e-f-g-h</i> | Security Bldg. | Minneapolis, Minn. | |
| MADISON ADV. SERVICE <i>d-e-f-g-h</i> | 347 5th Av. | New York City | |
| MAGGERT, MAYNARD E. <i>d</i> | 139 N. Clark St. | Chicago, Ill. | M. E. Maggert L. M. Stick |
| MAGUIRE ADVG. AGCY., E. V. <i>a</i> | Penfield Bldg. | Philadelphia, Pa. | Marg't T. Maguire Kath. H. Mahool |
| MAHOOL, KATHERINE H. <i>d</i> | 14 E. Lexington St. | Baltimore | Miriam Moses |
| MAILO ADVG. AGCY. <i>d</i> | 118 E. 18th St. | New York City | Sylvan Magnus |
| MALEY SERVICE, HARRY <i>e</i> | 155 E. Superior St. | Chicago, Ill. | |
| MANDEL, ERNEST L. <i>d</i> | 132 Nassau St. | New York City | |
| MANTERNACH CO. <i>a-e-f-g</i> | 983 Main St. | Hartford, Conn. | Harry H. Lozier |
| MANUFACTURERS' PUBLICITY CO. <i>e-f-g</i> | 30 Church St. | New York City | W. Hull Western |
| MARBLE ADV. AGCY. | Evening Star Bldg. | Washington, D. C. | |
| MARCH, RUFÉ P. | Ch. of Com. Bldg. | El Paso, Texas | |
| MAR-GE-LET ADV. CO. | Title Guar'tee Bldg. | Cincinnati, Ohio | A. W. Margilet S. Margon |
| MARGON, ROBINSON CO. <i>b-e-g</i> | Lincoln Bldg. | Louisville, Ky. | Fred Brand |
| MARKS ADV. CO., INC. <i>a-g</i> | 45 W. 34th St. | New York City | Paul J. Marks |
| MARSH ADV. AGCY., EDWARD H. <i>e-g</i> | Besseee Bldg. | Springfield, Mass. | |
| MARSH, OLIVER ALLYN | 20 W. 34th St. | New York City | |
| MARTIN ADVG. CO. | Security Bldg. | Minneapolis, Minn. | Frank V. Martin |
| MARTIN CO., FRANK V. | Owen Bldg. | Detroit, Mich. | |
| MARTIN, GEORGE <i>d</i> | 105 W. 40th St. | Chicago, Ill. | C. Golden |
| MARTIN, JOHN <i>e-g</i> | 346 River St. | New York City | |
| MARTIN & DAVIDSON <i>d</i> | Century Bldg. | Chicago, Ill. | |
| MARTINIERE ADV. SERVICE | Spreckels Bldg. | San Diego, Cal. | Edwin E. Martin |
| MARTIN, NEWTON R. | 101 Park Av. | New York City | |
| MARYLAND ADVG. SERVICE | 207 W. Redwood St. | Baltimore, Md. | |
| MASON ADV. AGCY. | | Hancock, Md. | |
| MASON ADVG. AGCY., CAR. MEN R. | | Cincinnati, Ohio | |
| MASON, C. HENRY <i>a-e-g</i> | 136 East Av. | Rochester, N. Y. | |
| MASSENGALE ADV. AGCY. <i>a-b-e-f-g-h</i> | 127 W. Peachtree St. | Atlanta, Ga. | W. R. Massengale N. L. Angier Norman Cole |
| MATOS ADV. CO., INC. <i>a-e-g-h</i> | Bulletin Bldg. | Philadelphia, Pa. | W. M. Matos M. W. Thompson |
| MATTESSON-FOGARTY-JORDAN CO. <i>a-e-f-g-h</i> | 215 N. Mich. Av. | Chicago, Ill. | |
| MATTHEWS ADV. CORPORATIONS, R. A. <i>a-e-g</i> | 110 S. Dearborn St. | Chicago, Ill. | |
| MATTHEWS COMPANY <i>f</i> | 145 College St. | Buffalo, N. Y. | E. C. Matthews |
| MATHEWSON, WARD M. <i>d</i> | 1400 Broadway | New York City | W. M. Mathewson |
| MAXON ADVG. EFFICIENCY SERVICE, E. LEE <i>d</i> | 521 Pettygrove St. P. O. Box 3575 | Portland, Ore. | E. Lee Maxon |
| MAXWELL-McLAUGHLIN CO. <i>e</i> | 30 N. Mich. Av. | Chicago, Ill. | |
| MAY ADVG. AGCY., BERTRAM <i>d</i> | 1520 Chestnut St. | Philadelphia, Pa. | Frank McGinnis |
| MAYER CO., GEORGE H. | 224 W. Huron St. | Chicago, Ill. | |
| MAYERS CO. <i>d</i> | Pac. Finance Bldg. | Los Angeles, Cal. | Henry Mayers |
| MAYS ADV. AGCY., THOMAS D. <i>a-b-g</i> | Professional Bldg. | Charleston, W. Va. | A. D. Williams Mabel R. Wendell |
| MEARS ADVERTISING, INC. <i>a-g</i> | 36 W. 40th St. | New York City | H. B. Gundry |
| MEARS, CHARLES W. | Keith Bldg. | Cleveland, Ohio | Chas. W. Mears |
| MELLET ADVG. SERVICE | Hume-Mansur Bldg. | Indianapolis, Ind. | |
| MERCANTILE SERVICE CORP. | 739 Thatcher Bldg. | Pueblo, Colo. | |
| MERCHANTS ADVG. SERVICE | 231 W. 39th St. | New York City | |
| MERCHANTS BUSINESS BUILDERS SERVICE | 239 W. 39th St. | New York City | |
| MERCHANTS SERVICE | 231 W. 39th St. | New York City | |
| MEREDITH & CO. <i>d</i> | 410 Cannon Pl. | Troy, N. Y. | Russell D. Meredith |
| MERRIAM CORRIAN COMPANY | Wrigley Bldg. | Chicago, Ill. | F. M. Merriam, Jr. |
| MERRILL CO., RALPH W. <i>e-g</i> | Wright Bldg. | Chicago, Ill. | |
| MERTZ AGCY. <i>a-e-f-g</i> | 58 E. Wash. St. 730 Chapman Bldg. | Chicago, Ill. Los Angeles, Cal. | M. H. Mertz H. E. Millar |
| METROPOLITAN ADV. CO. <i>a-e-g</i> | 111 Broadway | New York City | Charles L. Young William A. Lynch R. L. LeGrand H. D. Adair J. L. Schiffman Bernhard Meuser |
| MEUSER, BERNHARD <i>a-g</i> | 140 S. Dearborn St. | Chicago, Ill. | |
| MICHAELS CO., HARRY C. <i>a-e-f-g</i> | 113 Lexington Av. | New York City | David J. Crimmins |
| MICHEL & STAFF, A. EUGENE <i>d-e-f-g</i> | 116 Nassau St. | New York City | A. E. Michel F. G. Small |
| MICHIGAN ADV. AGCY. | | Portland, Mich. | |
| MID-CONTINENT ADV. AGCY. <i>a-b-e-f-g</i> | Co. State Bk. Bldg. | Dallas, Texas | J. W. Chandler W. T. Pickering |
| MIDDLE STATES NEWS & ADV. AGCY. | 1513 Sansom St. | Philadelphia, Pa. | |
| MILBOURNE ADV. AGCY. <i>g</i> | Munsey Bldg. | Baltimore, Md. | L. Jeff Milbourne |
| MILLAR, HARRY E. <i>d</i> | Chapman Bldg. | Los Angeles, Cal. | |
| MILLER ADV. SERVICE <i>a-e-g</i> | 58 E. Wash. St. | Chicago, Ill. | William Rogers |
| MILLER AGENCY CO. <i>e-g</i> | 26 E. 42d St. | New York City | C. E. Miller D. Heer |
| MILLER, FRED W. | Century Bldg. | Chicago, Ill. | |
| MILLER, J. T. | 110 W. 40th St. | New York City | |
| MILLER-BEASLEY CO. | Book Bldg. | Detroit, Mich. | |
| MILLER & CRAIG | | Madison, Wis. | |
| MILLS, INC. FRED <i>e-f</i> | Comm. Bldg. | Indianapolis, Ind. | O. H. Tarleton |
| MILLS CO. ADV. AGCY., INC. <i>d</i> | 432 4th Av. Cristo 22. | New York City San Juan, P. R. | |
| MINER, DAN B. <i>a-f-g-i</i> | 1110 Stovr Bldg. | Los Angeles, Cal. | |
| MINOR, C. HARRISON | Shubert Bldg. | Kansas City, Mo. | |
| MITCHELL ADV. AGCY., INC. <i>a-e-f-g-h</i> | 806 LaSalle Av. | Minneapolis, Minn. | B. M. Jorgensen Robert W. Orr |
| MITCHELL, INC. J. T. H. <i>a</i> | 331 Madison Av. | New York City | H. P. Leflingwell S. McWilliams |
| MITCHELL-FAUST ADVG. CO. <i>a-e-g-h</i> | Tribune Bldg. | Chicago, Ill. | J. Rowland Mix |
| MIX ADV. AGCY. <i>a-e-g-h</i> | 140 Cedar St. | New York City | |
| MODELL ADV. AGCY. | 21 Park Row | New York City | |
| MOFFETT-LYNCH ADV. CO., INC. <i>e-g</i> | 7 E. German St. | Baltimore, Md. | |
| MONTGOMERY, PERCY <i>f</i> | 1st Nat. Bk. Bldg. | El Paso, Texas | |
| MOON CO., INC., BYRON G. <i>a-e-f-g</i> | Proctor Bldg. | Troy, N. Y. | Walter G. Sloat |
| MOONEY ADV. AGCY. | 65 5th Av. | New York City | |
| MOORE ADVG. CO. | Jefferson Bldg. | Birmingham, Ala. | |
| MOORE ADVERTISING AGENCY, JACKSON EVANS | 1st Nat. Bk. Bldg. | Ft. Worth, Tex. | |
| MOORE, HAROLD | Box 717 | Wheeling, W. Va. | |
| MORFHEAD ADV. AGCY. | Nicholas Bldg. | Sacramento, Cal. | |
| MORGAN ADVG. AGCY., BRUCE | 30 N. Michigan Av. | Chicago, Ill. | |
| MORGAN ADV. AGCY., INC. JOHN J. <i>a-e-g-h</i> | 633 Wash. St. | Boston, Mass. | John J. Morgan |
| MORGAN, TUTTLE & IEN. NINGS <i>a-e-g-h</i> | 44 E. 23d St. | New York City | |

(Continued on page 122)

EXPLANATION OF KEY LETTERS

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

A News Dragnet Covering Europe



Every Important Point Reached by The New York Herald Daily and Sunday Wire Service

Principal Bureaus and Chief Correspondents

| | | | |
|--------------|---|----------------------|-------------------|
| PARIS | { Laurence Hills Roger Morrison | BERLIN | Lincoln Eyre |
| LONDON | { John McHugh Stuart Marshall Saunders | MOSCOW | Francis McCullagh |
| ROME | Sanford Griffith | DUBLIN | C. A. Beals |
| | | VIENNA | Henry Diez |
| | | CONSTANTINOPLE | B. F. Kospoth |

With all Europe in a state of evolution, The New York Herald news gathering staff overseas is the strongest in the entire eighty-five years of its history.

Its organization includes correspondents of world-wide reputation—such as Laurence Hills, Lincoln Eyre and Francis McCullagh. No correspondent knows Germany better than does Lincoln Eyre, and Francis McCullagh is the ablest correspondent in Russia. He has traversed Siberia from west to east, from north to south, and back again. He speaks

Russian and knows the Russians. What he writes will stand the severest test.

In Paris in addition to a large and effective staff The New York Herald publishes a daily newspaper which passes on to The Herald in American news of its own gathering.

By this combination of a newspaper on the continent and first-class men in all the important capitals, The New York Herald maintains a live, comprehensive daily and Sunday wire service that is unsurpassed.

Complete information and rates of this copyright wire service to Publishers and Editors on request.

THE NEW YORK HERALD
280 Broadway New York City



FROM a standing start twenty years ago, the Oregon Journal has grown to be the largest afternoon newspaper on the Pacific Coast north of San Francisco Bay. It now has a Sunday circulation of MORE THAN 100,000 and it is STILL GROWING.

RICH TERRITORY

THE territory which the Journal serves is one of the richest, per capita, in the United States. In Portland alone, with its 300,000 population, more than 44% of the people own their own homes. Tenement houses are unknown. And this goes for ALL THE OREGON COUNTRY with its 1,000,000 of people.

Portland itself has come to be:

The WORLD'S LARGEST LUMBER MANUFACTURING CENTER,

AMERICA'S SECOND LARGEST WOOL CENTER,

AMERICA'S SECOND WHEAT EXPORTING SEAPORT,

WEST COAST'S LARGEST MEAT PACKING AND LIVESTOCK CENTER.

Such a country as this has a tremendous purchasing power. Are you getting YOUR share of the business?

The Oregon Journal Will Help You!

Avail yourself of The Journal's Merchandising Bureau. It is at your service to investigate and analyze YOUR particular market FIRST HAND. It will report directly to you.

GENERAL ADVERTISING DISPLAY RATES

- Daily, per agate line... \$0.16
Sunday, per agate line... \$0.20
Color, back page Sunday magazine section, 1900 lines... \$500.00

Eastern Representatives BENJAMIN & KENTNOR, Makers Bldg., Chicago, 225 Fifth Avenue, New York
Coast Representatives M. C. MORGENSEN & CO., Examiner Bldg., San Francisco, Title Insurance Bldg., Los Angeles, Securities Bldg., Seattle

Write Today For Further Data.

DAILY & SUNDAY



ADVERTISING AGENCIES AND THEIR SPACE BUYERS (Continued from page 120)

Table with 4 columns: Name, Address, City, Space Buyers. Lists various advertising agencies and their clients across different cities.

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115,000 Daily

The Washington Herald—Washington Times
MORNING EVENING

More Circulation in Washington Than There Are Homes
in the District of Columbia

*Two Papers--Complete Coverage
Combination Rate*

130,000 Sunday

Washington Times-Herald

Blanketing the District of Columbia, West Virginia,
Virginia and Southern Maryland

DETAILED CIRCULATION ANALYSIS UPON REQUEST

GENUINE MERCHANDISING CO-OPERATION

Advertisers in the Washington market, or working out distribution plans, are invited to use the facilities and information of The Promotion Department. Complete information on important market conditions, route books, experienced merchandising men plus a desire to be of real service has stamped the efficiency of this department as second to none in the whole country.

WASHINGTON TIMES

The Washington Herald
AMERICA FIRST

Washington Times-Herald
AMERICA FIRST

G. LOGAN PAYNE CO.
CHICAGO, ST. LOUIS,
LOS ANGELES, DETROIT.

PAYNE, BURNS & SMITH
BOSTON, NEW YORK

ADVERTISING AGENCIES AND THEIR SPACE BUYERS (Continued from page 122)

Table with columns: Name, Address, City, Space Buyers. Lists various advertising agencies and their clients across multiple cities.

New York City Hotels

UNDER THE DIRECTION OF ARTHUR L. LEE

HOTEL McALPIN Broadway at 34th Street "Nearer than anything to everything" Headquarters of the ROTARY CLUB

HOTEL MARTINIQUE Broadway, 32d to 33d Sts. Frank E. Jago, Resident Manager Home of the KIWANIS CLUB LION'S CLUB

ROOM RATES table for Hotel McAlpin: Single without bath \$3.00 to \$4.00, Single with bath \$4.00 to \$7.00, Double without bath \$5.50 to \$7.00, Double with bath \$6.00 to \$10.00

ROOM RATES table for Hotel Martinique: Single without bath \$2.50 to \$4.00, Single with bath \$3.50 to \$7.00, Double without bath \$5.00 to \$6.00, Double with bath \$5.00 to \$10.00

RESTAURANT table for Hotel McAlpin: Club Breakfast 60c. to 85c., Table d'Hote Luncheon \$1.25, Table d'Hote Dinner \$2.25, Restaurant a la Carte

RESTAURANT table for Hotel Martinique: Club Breakfast 45c. to \$1.00, Table d'Hote Luncheon \$1.25, Table d'Hote Dinner \$1.50 and \$1.75, Restaurant a la Carte

—this, then, is my personal invitation to you to be my guest whenever you are in New York City. —let me know, beforehand, just what you want in the way of a room, and it will be ready for you— —or drop in unexpectedly and take "pot luck" with me at any time. —you are welcome, either way. —these prices are "fixed" and you may depend on them, just as you may depend on the class of service and the class of people you will find here. —please, while here, regard yourself as my guest—my very welcome guest—and I hope that you will consider me as your host, rather than merely a hotelkeeper. —the men and women associated with me in running these establishments have been carefully chosen, not alone for their ability, but because they have the cheerful disposition and honest desire to please that go so far in making your stay pleasant. —we are high class, but not high brow; sincere, but not subservient; cordial, but not cringing; efficient, but not officious. —the "glad to see you", the "au revoir" and the "come again, soon", are all of them equally sincere. —come often, make yourself at home, ask for what you want, and expect the human element, the helpful, friendly element everywhere.

Arthur L. Lee

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The First Three Weeks of 1923

witnessed the keen attention of the entire newspaper world focused on INTERNATIONAL NEWS SERVICE because of its remarkable succession of vital news beats.

A RECORD NEVER EQUALED

In the history of news gathering institutions, there never was such a conspicuous achievement in any similar period of time. The excellence of a news report is judged not by its sporadic scoops, but by its consistent, day in and day out performance. ANY news agency can score a scoop some time. What amazes newspaper publishers everywhere is that EVERY DAY for the last three weeks I. N. S. has scored heavily on all the important news. It is by this *consistent performance* that I. N. S. today leads the field.

From the Ruhr to Mer Rouge

International News Service scooped all opposition services on ALL the important developments in the two stories that command first pages everywhere—the French invasion of the Ruhr and the investigation of Ku Klux in Louisiana.

From the moment France declared Germany in default until her occupation of the Ruhr was complete, Weyer in Essen and Mason in Paris beat all other correspondents with the first true news of the invasion.

Hutchinson, covering the Ku Klux trial at Bastrop received the congratulations of scores of I. N. S. clients for his astonishing exclusive stories. I. N. S. conspicuous news beats included these important stories:

- | | |
|---|---|
| <p>FIRST with announcement of French Invasion of the Ruhr.</p> <p>AHEAD with flash from Paris that Reparations Commission voted Germany in default.</p> <p>SCOOPED all opposition on text of Roland Boyden's statement before Reparations Commission.</p> <p>EXCLUSIVE story that Bernhardt is bankrupt despite all the money she earned in her career.</p> <p>TEN minutes ahead with announcement President Harding recalled troops from the Rhine.</p> <p>ONLY news service to give General Allen, commander of American forces in Germany, news of recall.</p> <p>AHEAD with discovery of Communist plot in Paris, and arrest of several ring leaders.</p> <p>COMPLETE beat on death of former King Constantine of Greece.</p> <p>FIRST with Premier Poincaré's speech before Chamber defending French invasion of Ruhr.</p> <p>BEAT opposition services with British Cabinet's announcement to keep British troops on the Rhine.</p> <p>COPYRIGHTED exclusive interview with Thyssen, German magnate, who declared French invasion meant ruin of both France and Germany.</p> <p>SCOOPED other news agencies on appointment of Crissinger to head of Federal Reserve Board.</p> <p>EXCLUSIVE interview with Evans, Imperial Wizard of Ku Klux Klan, on Mer Rouge expose.</p> | <p>AHEAD with news of execution of Irish Irregulars.</p> <p>EXCLUSIVE story of sensational attempt to rob the Honolulu treasury of seven millions.</p> <p>AN HOUR ahead with flash that insurgent forces had driven allied forces out of Memel.</p> <p>FIRST with refusal of German industrial magnates to obey French.</p> <p>FIRST with news of their arrest, and general strike that followed.</p> <p>EXCLUSIVE interview with William Jennings Bryan on "three years of prohibition."</p> <p>FIRST with news of death of Wally Reid.</p> <p>SCOOP on identification of "hooded band" at Mer Rouge.</p> <p>AHEAD with story of strike riot at Harrison, Ark.</p> <p>AHEAD with acquittal of five miners for "Herrin massacre."</p> <p>BEAT by forty-five minutes on story of murder of girl dancer at San Diego.</p> <p>IMPORTANT exclusive story from White House that "not a dollar owing to the United States by foreign nations would be cancelled."</p> <p>FIRST with announcement that Italy and Belgium had asked Great Britain to intervene in Ruhr situation.</p> <p>TWO HOURS ahead with startling story that refugees from Asia Minor were dying at rate of thousand a day in Athens.</p> |
|---|---|

"Get it First—but FIRST get it RIGHT!"

This slogan, ringing incessantly in the ears of every I. N. S. reporter, expresses the spirit that brought the news first and right to American newspapers from every corner of the world. It is responsible for all the gigantic news beats and thrilling exclusive stories which within the last three weeks have established a record never equalled by a news gathering institution.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President

241 West 58th Street, New York

ADVERTISING AGENCIES AND THEIR SPACE BUYERS
(Continued from page 124)

| Name | Address | City | Space Buyers |
|-----------------------------------|----------------------|----------------------------|--|
| RAVETT ADVG. AGENCY, d. | 2010 Broadway | New York City | Charles Ravett |
| RAWSTHORNE CO. ROBERT f. | Heeren Bldg. | Pittsburgh, Pa. | M. W. Slone |
| REAL SERVICE ADV. AGENCY, d. | 15 E. 40th St. | New York City | |
| REARDON ADV. CO. a-e-g. | Quincy Bldg. | Denver, Colo. | John F. Reardon |
| REASS ADV. SERVICE, JOSEPH. | Market St. | Wheeling, W. Va. | |
| REAUME CO., RICHARD A. | Columbus Bldg. | Detroit, Mich. | |
| REDFIELD ADV. AGENCY, a-e-g. | 34 W. 33d St. | New York City | John F. Mayer |
| REDFIELD, FISHER & WAL- | | | Miss M. E. |
| LACE, INC. e-f-g. | 105 W. 40th St. | New York City | Fleischbein |
| REDDAN-BROWN ADV. AGENCY. | 25 W. Broadway | New York City | |
| REEDER, INC., G. ALLEN. | 220 W. 42d St. | New York City | T. C. Greeley G. Allen Reeder |
| REESE ADVG. AGENCY, GEO. W. | Canal-Com'l Bldg. | New Orleans, La. | G. W. Reese A. M. Wood |
| REGAN, MARQUIS | 21 E. 40th St. | New York City | |
| REINHOLD ADV. CORP., W. C. | 326 W. Madison St. | Chicago, Ill. | W. C. Reinhold A. F. Sievert |
| REMINGTON ADV. AGENCY, E. P. | | | |
| a-e-g | 1280 Main St. | Buffalo, N. Y. | W. W. Landon |
| REMINGTON ADVG. CO., H. E. | 225 E. Erie St. | Chicago, Ill. | H. E. Johnson Ruth D. Foster |
| a-e-g | Grand Central Ter- | | |
| minal Bldg. | | New York City | |
| RESORT ADVG. AGENCY. | | Hot Springs, Ark. | |
| REUTER ADV. AGENCY, f. | 709 6th Av. | New York City | Clifford S. Reuter |
| REUTERS INTERNATIONAL | | | |
| ADVG. AGENCY. | 280 Broadway | New York City | |
| | 24 Old Jewry | London, England | |
| | Reutera Bldg., St. | | |
| | George's St. | Capetown, So. Afr. | |
| | 15 Castlereagh St. | Sydney, Australia | |
| | | Wellington, N. Zea. | |
| | 26 Dalhousie Sq. | Calcutta, India | |
| | Anchor Bldg. | Ft. Worth, Tex. | |
| REX ADV. AGENCY, d. | | | James Rotte |
| REX SERVICE d. | 1658 Broadway | New York City | Ir. Jordan Rose |
| REYNOLDS, MILO C. d. | P. O. Box 288 | Burlington, Vt. | M. C. Reynolds |
| RICE, ROYDEN B. f. | 19 W. Jack's'n Blvd. | Chicago, Ill. | |
| RICE-CAVANAUGH, INC. | 145 W. 45th St. | New York City | |
| RICHARD ADV. AGENCY. | Amer. Mechanics | | |
| | Bldg. | Trenton, N. J. | |
| RICHARDS CO., INC., JOSEPH | | | |
| a-e-f-g-h | 9 E. 40th St. | New York City | William E. Randall |
| RICHARDSON-BRIGGS CO. a-e-f-g. | Film Exch. Bldg. | Cleveland, Ohio | |
| RICHMOND & DUWAN ADV. | | | |
| AGCY. | Swinney Bldg. | Ft. Wayne, Ind. | |
| RICKARD & CO., INC. f. | 25 Spruce St. | New York City | |
| RIDDERHOF, CORNEIL f. | Times Bldg. | New York City | |
| RILEY, M. A. | Forst-Richey Bldg. | Trenton, N. J. | |
| RING ADV. CO., JOHN, JR. a-e-f-g. | Victoria Bldg. | St. Louis, Mo. | W. W. Zahndt |
| RITTER CO., INC., PHILIP | | | |
| a-e-f-g-h | 185 Madison Av. | New York City | J. Harold Johnson |
| ROBBINS, INC., FRED A. a-e-f-g-h. | 37 S. Wabash Av. | Chicago, Ill. | Fred A. Robbins V. M. Volino |
| ROBBINS & PERSON | 52 W. Gay St. | Columbus, Ohio | |
| ROBERTS & MacAVINCHE a-g. | 30 N. Dearborn St. | Chicago, Ill. | F. Beard E. Cosack |
| ROBINSON, C. J. | 25 E. Jackson Blvd. | Chicago, Ill. | |
| ROBINSON & CO., INC., WM. R. | | | |
| d-e-f-g | Flatiron Bldg. | New York City | W. R. Robinson W. A. Charters |
| ROBNETT ORGANIZATION | 20 W. Jack's'n Blvd. | Chicago, Ill. | G. W. Robnett |
| ROBLING ADVG. SERVICE, | | | |
| INC., GEORGE W. | | Long Island City, N. Y. | |
| ROEDER & SCHANUAL | Intern'l Life Bldg. | St. Louis, Mo. | F. A. Gibbe D. C. Rogers (Houston) R. C. Gano (Chi- cago). |
| ROGERS-GANO ADV. AGENCY. | Humble Oil Bldg. | Houston, Texas | |
| INC. d | 1st Nat. Bk. Bldg. | Chicago, Ill. | |
| ROGERS PUBLICITY BUREAU. | 112 N. La Salle St. | Chicago, Ill. | |
| ROGERS & SMITH a-e-g. | 326 W. Madison St. | Chicago, Ill. | Walter E. Smith Elbert E. Rogers |
| ROGERS & WALKER a-e-g. | 110 W. 34th St. | New York City | |
| ROOT NEWSPAPER ASSN. e-g. | 215 S. Market St. | Chicago, Ill. | |
| R. O. R. ADVG. AGENCY, INC. | | Shreveport, La. | |
| RORICK & CO., INC., CLARK L. | | | |
| e-g | 133 W. Wash. St. | Chicago, Ill. | John C. Fehlandt |
| ROSE, IRWIN JORDAN a-e-g-h. | 116 W. 32d St. | New York City | Ir. Jordan Rose Leon A. Friedman George N. Witt |
| ROSE-MARTIN, INC. a-g. | 1400 Broadway | New York City | A. Rosenberg Leo Wallenstein Sam'l Rubinstein |
| ROSENBERG CO., INC., AR- | 110 W. 34th St. | New York City | |
| THUR a-g. | | | |
| ROSENBERG CO., IRWIN L. d-e-g. | Wrigley Bldg. | Chicago, Ill. | I. L. Rosenberg O. L. Cohen F. M. Lawrence |
| ROSENBERG, LOUIS CHAS. d-f-g. | 25 E. 26th St. | New York City | Walter Schwartz |
| ROSS CO., INC., F. J. a-e-f-g-h. | 119 W. 40th St. | New York City | C. M. Seymour S. P. Moore B. Kapin |
| ROSS-GOULD CO. a-e-g. | 309 N. 10th St. | St. Louis, Mo. | |
| | 19 S. La Salle St. | Chicago, Ill. | |
| | 1457 Broadway | New York City | |
| ROWLAND ADV. CO., INC. a-e-g. | Fisk Bldg. | New York City | Edward F. Korbel |
| RUCKEL-VAN SLYKE ADV. | 25 Rue Taitbout | Paris, France | Worth Colwell |
| AGCY. | 2 E. State St. | Trenton, N. J. | |
| RULAND CO., O. W. a-g. | 5 Beekman St. | New York City | C. Ruland M. R. Coger |
| RUNEY, CLARENCE E. | 220 W. Liberty St. | Cincinnati, Ohio | |
| RUPERRY ADV. SERVICE | Bankers Life Bldg. | Lincoln, Neb. | |
| RUSSELL, WALTER | Empire Bldg. | Pittsburgh, Pa. | |
| RUSSELL, J. N. | Cutler Bldg. | New Haven, Conn. | |
| RUSSELL STOVER CO. | Kesner Bldg. | Chicago, Ill. | |
| RUTH ADVG. AGENCY, d. | 1329 3d Av. | New York City | Clyde E. Murray |
| RUTHRAUFF & RYAN, INC. a-e-g. | 404 4th Av. | New York City | L. E. Smith F. Stein |
| | 225 N. Mich. Av. | Chicago, Ill. | |
| RYAN-TIMBERMAN ADV. AGENCY. | Miners Bank Bldg. | Wilkes-Barre, Pa. | L. Edwin Ryan A. N. Timberman |

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|--------------------------------|--------------------|-------------------|-------------------|
| ST. CLAIR CO., WILLIAM G. a-g. | Witherspoon Bldg. | Chicago, Ill. | |
| | Century Bldg. | Philadelphia, Pa. | Wm. G. St. Clair |
| ST. GERMAINE ADV. AGENCY. | | | |
| FRED | Onondaga Bk. Bldg. | Syracuse, N. Y. | Fred St. Germaine |
| ST. PAUL ADV. CO. | 100 Wabash St. | St. Paul, Minn. | |
| SACKHEIM & SCHERMAN a-e-g. | 354 4th Av. | New York City | R. W. Beatty |
| SACKS CO., INC. a-g. | 120 W. 42d St. | New York City | |
| | Georgia Savin g | Atlanta, Ga. | |
| | Bank Bldg. | | Reese M. Wilen |
| SALES PROMOTION CO. | | Wilmington, N. C. | |

(Continued on page 128)

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WORLD COLOR SERVICE

Adaptable to Any
Newspaper

Up and After Circulation
Building and Holding
FEATURES

PRINTED

MATS

COPY

Colored Comic Supplements

Printing full of color life and color harmony—perfect in registry—Superior color printing that tops off the Sunday or Saturday edition to bring maximum results.

Rotogravure Art Sections

in 2, 4, or 8 pages—or in tabloids—Local or general news-in-views—artistically arranged and ideally printed to make the class that symbolizes prosperity and adds individual prestige.

Feature Page Emergency Mats

that offer a variety of high class subject matter carefully edited and profusely illustrated with line and screen cuts, 7 or 8 columns—20 or 21 inches—Make-up permits cutting for local text or ad insertions. Save time and money.

Our full page mats are ready
for the curved casting box

Tabloid—Mats or Printed

Novelty tabloid sections—Printed or in mats—Special kiddie features—Action toy cut-outs—Doll cut-outs—Magic color pages—True-to-Life sketches. Four, three, or two colors, or in black only.

Daily Mat and Copy Features

Humorous serial strips—1, 2, and 3 column singles—Puzzles—Daily short stories—Novel authentic shorts—All snappy attractions that satisfy a natural curiosity via the Women's Page, the Comic Page, or the Sports Page.

WRITE TODAY
FOR PROOFS
AND PRICES

THE WORLD COLOR PRINTING CO.

Est. 1900 R. S. GRABLE, Pres. St. Louis, Mo.

GET OFF THAT POWDER KEG!

YOU are sitting on a keg of powder if your newspaper is merely an assembling plant, its editorial content consisting of ready-made parts standardized and supplied by wholesalers outside your control. The wholesaler may decide to start a paper in your town himself. Or he may take that page of comics, that column of comment, that page of pictures, that woman's service, that sports service, any feature for which you have through the years been building up a following and sell it to a competitor. He can, if he wants to.

Even the local news is standardized. News can happen anywhere, but the papers, from long habit, all go to the same places to look for it—Police Station, City Hall, Court House, Federal Building, etc.

We can install a system whereby your paper will be your own product, something no one can take away from you, a real newspaper, something other than an elaboration of the vice, crime and municipal administrative statistics of the day.

REMEMBER THIS!

IF fifteen cents of every dollar of receipts does not remain in the till as profit—there is something wrong with your newspaper. Whatever the problem, the reasonable certainty is that we have the solution. We know the practices and

the results of the practices of many newspapers, under many conditions and in many different environments. This experience, the knowledge thus gained, is our equipment for any job you may give us to tackle.

AND REMEMBER THIS

All departments, business, editorial as well as mechanical, have expensive bad habits, some of such long standing that only an outsider can see

them. We take efficiency jobs on this basis: Our pay to come out of what we save you. No saving for you, no pay for us.

SURVEYORS OF NEWSPAPERS

We are equipped to make a survey of your entire plant and business, everything that bears upon cost, content, receipts or circulation. Or we will survey any department of your business, take it apart from top to toe, analyze it, tell you what's good and what's bad, how to make the good better and how to eliminate the bad.

WE INSTALL NEW PLANTS

For a new paper we will make a survey of the entire circulatory territory, reduce to figures the possibilities and by analyzing the character of the field, indicate what must be the character of the proposed paper to be successful. We will advise you as to the type of equipment best adapted to your needs and how much and where to buy and what to pay.

Drop us a line about the problem that bothers you most. If we can help you we will tell you. If we can't we will tell you that. In either case you obligate yourself for not one cent.

VICTOR H. MORGAN, Publishers' Counsellor

He takes his pay out of what he saves you

LEADER-NEWS BLDG.

CLEVELAND, O.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—Continued from page 126

| Name | Address | City | Space Buyers | Name | Address | City | Space Buyers |
|-------------------------------------|--------------------------|--------------------|--------------------|---|---------------------|--------------------------|---|
| SALLEE, A. C. | State Life Bldg. | Indianapolis, Ind. | | SHANKEY ADV. CO. | Keith Bldg. | Salt Lake City, Utah | |
| SAMELOW & CO., S. J. e-f-g. | 127 N. Dearborn St. | Chicago, Ill. | Walter Samelow | SHARPE & CO., INC., W. W. a-e-f. | 240 Broadway | New York City | John N. Thomas Charles D. Jan Roy J. Jones |
| SAMPLINER ADV. CO. | 729 7th Av. | New York City | | SHAUGHNESSY & CO., W. A. a-g. | 15 W. 37th St. | New York City | |
| SANDLASS, L. A. a-e-g. | 217 W. Saratoga St. | Baltimore, Md. | | SHAW ADV. CO., INC. | 295 Huntington Av. | Boston, Mass. | |
| SANDMEYER & CO., R. E. d-f. | 153 N. Michigan Av. | Chicago, Ill. | S. A. Leibson | SHEDRAIN ADVG. CO. | Caesar Mirsch Bldg. | Providence, R. I. | Irving Cohen |
| SANDO ADV. CO. d. | Consolidated Bldg. | Indianapolis, Ind. | Priant Sande | SHEETS, INC., J. WILLIAM a-e-g. | Central Bldg. | Seattle, Wash. | |
| SAUNDERS, H. R. a-e-g. | 17 W. 42d St. | New York City | H. R. Saunders | SHEEHAN ADV. CO. | Mitchell Bldg. | Springfield, Ohio | M. J. Sheehan |
| SAVAGE ADV. AGCY., GEORGE M. a-e-g. | Huhl Bldg. | Detroit, Mich. | | SHELDON ADV. SERVICE. | 416 S. Salina St. | Syracuse, N. Y. | |
| SAVILLE ADV. CO., HENRY. | Washington Trust Bldg. | Pittsburgh, Pa. | | SHERIDAN, SHAWHAN & SHERIDAN, INC. a-e-g. | 30 E. 34th St. | New York City | Mr. Murray |
| SAXE ADV. AGCY., WM. W. e-g. | 355 Boylston St. | Boston, Mass. | | SHERMAN & LEBAIR, INC. a-e-f-g-h. | 116 W. 32d St. | New York City | D. O. Nelson |
| SAYERS, ROY H. | 208 6th Av. | Pittsburgh, Pa. | | SHERWOOD, B. R. a-g. | 367 Fulton St. | Brooklyn, N. Y. | Louis J. Witherby |
| SAYLES CO., INC., JOSEPH F. | 1790 Broadway | New York City | | SHIPP, THOMAS R. | Riggs Bldg. | Washington, D. C. | |
| SAYRE, INC., R. H. a-e-g. | 255 5th Av. | Pittsburgh, Pa. | Richard W. Irwin | SHIRLEY ADVG. AGCY. | Raynolds Bldg. | El Paso, Tex. | |
| SHECK ADV. AGCY. a-e-g. | 9 Clinton St. | Newark, N. J. | Morris Scheck | SHIVELL ADV. AGCY. | 73 Tremont St. | Boston, Mass. | |
| SCHERMERHORN ADV. CO. a-e-g. | North Amer'n Bldg. | Philadelphia, Pa. | Julius Scheck | SHORE & STAFF AGENCY. | Timken Bldg. | San Diego, Cal. | |
| SCHIELE ADV. CO. a-e-g. | Gunter Bldg. | San Antonio, Tex. | B. D. Jeffery | SHORT & PARTNERS, INC. | | | |
| SCHIMPF-MILLER CO. | Central Natl. Bank Bldg. | St. Louis, Mo. | Milton Rippey | FLOYD a-e-f-g-h. | 323 N. Michigan Av. | Chicago, Ill. | A. J. Pedersen |
| SCHLESINGER, LOUIS | 1547 Broadway | New York City | H. V. Miller | SHUMAN & HAWS ADVG. CO. a-e-f-g. | 230 E. Ohio St. | Chicago | |
| SCHNEIDER, D. GUS d. | 114 Westminster St. | Providence, R. I. | D. Gus Schneider | SHUMWAY CO., FRANKLIN P. a-e-f-g-h. | 453 Washington St. | Boston, Mass. | T. H. Sweetser |
| SCHOENFELD & SCHERER. | Times Bldg. | New York | Mich'l Schoenfeld | SIDENER-VAN RIFER ADV. CO. | | | |
| SCHOOLEY, HENRY H. | 4645 14th St. | Seattle, Wash. | Henry Scherer | SIECK, H. CHARLES. | Merchants Bk. Bldg. | Indianapolis, Ind. | Den H. Collins |
| SCHULTE-TIFFANY CO. a-e-f-g. | Bangor Bldg. | Cleveland, Ohio | W. A. Schulte | SIEBERSTEIN, ALFRED J. g. | 18 West 34th St. | New York City | |
| SCOTT ADV. CO., R. C. | | Trenton, N. J. | J. H. Tiffany, Jr. | SIMMONDS & SIMMONDS a-e-g. | 422 S. Dearborn St. | Chicago, Ill. | John Moore |
| SCOTT & SCOTT, INC. d-e-g. | 220 W. 42d St. | New York City | F. P. Schlatt | SIMMONS, MINNA HALL. | 15 W. 38th St. | New York City | Miss Simmons |
| SCOTT'S AGCY. e-g. | 43 Tremont St. | Boston, Mass. | M. F. Flanagan | SIMONE ADV. AGCY., CHAS. | Union Arcade | Pittsburgh, Pa. | |
| SCOVIL & CO., INC., MEDLEY a-g. | 156 Broadway | New York City | C. T. Scott | SIMS CO., LTD., JOHN CLARK. | 1524 Walnut St. | Philadelphia, Pa. | J. C. Sims |
| SEAMAN, INC., FRANK a-e-f-g-h. | 470 4th Av. | New York City | E. M. Scovil | SIMPSON ADV. SERVICE. CO. a-e-f-g. | | | |
| SEBRING-OSEASOHN CO. | 1182 Broadway | New York City | C. L. Scovil | SITGRAVES, MARGUERITE L. | 915 Olive St. | St. Louis, Mo. | Roy B. Simpson |
| SEEDS CO., RUSSEL M. a-e-f-g. | 330 N. Meridian St. | Indianapolis, Ind. | H. G. McNamee | SITLOAN, CHARLES M. f. | Star Bldg. | Washington, D. C. | Miss M. L. Sitgreaves |
| SEELYE & BROWN, INC. a-e-g. | Cass Av. | Detroit, Mich. | W. H. Millar | SLOAN, CHARLES M. f. | Hartford Bldg. | Chicago, Ill. | E. K. Skog |
| SEHL ADV. AGCY. a-e-g. | City Hall Sq. Bldg. | Chicago, Ill. | | SLOMAN ADVG. CO. g. | | Dayton, Ohio | |
| SEVERANCE CO., MALCOLM d. | Trust Bldg. | Asbury Park, N.J. | Paul Richey | SMITH CO., ALLEN C. a-e-g. | Davidson Bldg. | Kansas City, Mo. | Allen C. Smith Otto Barth F. E. Whalen J. L. Corless |
| SHADBOLT, CARNES & NOLTE, INC. d. | American Exchange Bldg. | Duluth, Minn. | Jack Harding | SMITH ADV. AGCY., C. BREWER a-e-g. | 27 School St. | Boston, Mass. | J. D. Mitchell |
| SCHAFFER, J. ALBERT a-g. | Evening Star Bldg. | Washington, D. C. | F. B. Bull | SMITH ADVG. CLYDE H. d-e-c. | Coca-Cola Bldg. | Kansas City, Mo. | Clyde H. Smith |
| SHAFFER-BRENNAN ADV. AGCY. e-g. | Wainwright Bldg. | St. Louis, Mo. | M. G. Lipson | SMITH CO., HUGH M. | | Newark, N. J. | |
| | | | H. P. Brown | SMITH, DENNE & MOORE, LTD. a-e-g. | 1463 Broadway | New York City | |
| | | | D. C. Flint | | Lumsden Bldg. | Toronto, Ont., Canada | |
| | | | Erwin Polkoske | | 275 Craig St. W. | Montreal, Quebec, Canada | |
| | | | Curtis T. Bartel | | Caxton House, S. W. | London, England | |
| | | | Malcolm Severance | | | | (Continued on page 132) |

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies.

I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. K—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Members Audit Bureau of Circulations.

Blazing The Trail in Kansas City—

Service—to Readers and to Advertisers—is an innovation in Kansas City.

The Journal and Post have made stupendous gains in circulation by giving readers real, readable, reliable, metropolitan newspapers.

First in News, in Pictures, in Features—the Journal and Post are

Blazing The Trail in Kansas City

First and Only Gravure Section
First and Only Colored Comic Section
First and Only Magazine Section

The reader interest manifested in these fast growing newspapers and the service rendered both reader and advertiser make The Journal and Post the logical media for advertisers entering Kansas City.

E. O. SYMAN
Gen'l. Business Mgr.
J. MORA BOYLE
Advertising Director

THE KANSAS CITY JOURNAL
THE KANSAS CITY POST
THE SUNDAY JOURNAL-POST
WALTER S. DICKEY, Owner and Editor

155,436
Mornings
177,212
Evenings
194,406
Sundays

NATIONAL ADVERTISING REPRESENTATIVES—Verree & Conklin, Chicago

Lorenzen & Thompson, New York

The Times Publishing Company
ERIE, PA.

Announces the Election of

JOHN J. MEAD, SR.
President and Treasurer

JOHN J. MEAD, JR.
Vice-President and Secretary

Directors:

J. J. MEAD, SR. J. J. MEAD, JR. CHAS. H. ENGLISH

Plans for expansion include a new building to be among the best equipped in the country.

The Erie Daily Times, established 1888 by J. J. Mead, Sr., and several other printers, is one of the leading newspaper properties because of its Service to community, subscribers and advertisers.

Representatives:

E. Katz Special Advertising Agency

Established 1888

New York Chicago Kansas City Atlanta San Francisco

CHICAGO TRIBUNE FEATURES FOR SALE

McCutcheon's Heir at Large
McCutcheon front page cartoons
Gasoline Alley, Daily & Sunday
The Gumps, Daily & Sunday
Teenie Weenies by William Donahy
Dr. Evans, How to Keep Well, Daily & Sunday.
 Embroidery and Practical Needlework—*Clotilde*
Fashions, Daily & Sunday, by A. T. Gallico
Blue Ribbon Short Stories
Blue Ribbon Weekly Serial
Popular Science Page by Maxwell
Women's Special Page—Antoinette Donnelly and Anita de Campi
Guy F. Lee's Daily Poems
Sport Page, Eckersall, Sanborn, Bob Becker, Ray Pearson, Hugh Fullerton
Daily Serial
Gaar Williams Cartoonist
Carey Orr's Political Cartoons
Harold Teen, Daily & Sunday—Carl Ed
Winnie Winkle, Daily & Sunday—M. M. Branner
Line O' Type—R. H. L.
Woods and Waters by Bob Becker
Memory Tests
Beauty—Antoinette Donnelly
The Home Harmonious—Anita de Campi
Farm and Garden—Frank Ridgeway
Cookery by Jane Eddington
Social Problems by Doris Blake
Smitty Daily Strip by Walter Berndt
Burns Mantle—New York Theatre Letter
W. E. Hill Page of Comics
The Potters by J. P. McEvoy
Wake of the News by Harvey Woodruff

900,000!

ON SUNDAY, January 7, 1923, the net paid circulation of the Chicago Sunday Tribune reached a new high mark of 900,000. This represents an increase over June, 1920, of more than 100,000 Daily and more than 150,000 Sunday. The same features that helped to swell Chicago Tribune circulation to such a point are available to other newspapers.

*Wire
Write
or Phone*

The Chicago Tribune

Tribune Building, Chicago



Location of Chicago Tribune correspondents

DURING 1922, The Foreign News Service of the Chicago Tribune scored so many scoops in Europe, Asia and South America that many European Newspapers, as well as 28 in the United States, are now buying its news reports. Some of the outstanding scoops of the year include: *Williams* on Battle of Four Courts; *Clayton* on Mudania Conference; *Seldes* on Secret Jewish Army in Russia; *Dailey* on The Battle for Peking; *Matheson* on Emancipation of Geisha Girls; *Wills* on Dethroning of Sultan of Turkey by Nationalists. The Chicago Tribune maintains offices in Paris, London, Dublin, Berlin, Moscow, Rome, Madrid, Rio de Janeiro, Buenos Aires, Tokio, Peking, Shanghai, Manila

Interest in foreign affairs will continue to be high. The Chicago Tribune Foreign News Staff face privation, hardship and occasionally persecution to get the FACTS.

Newspapers subscribing to Chicago Tribune leased wire service include:

- New York News
- New York Times
- Buffalo Express
- Rochester Democrat and Chronicle
- Syracuse Post Standard
- Boston Post
- Pittsburgh Post
- Memphis Commercial Appeal
- Nashville Banner
- Fort Worth Star-Telegram
- Los Angeles Times
- San Francisco Chronicle
- Fresno Republican
- Little Rock Gazette
- Denver Post
- Washington Post
- Sioux City Journal
- Kansas City Star
- Detroit Free Press
- Minneapolis Journal
- Omaha World-Herald
- Portland Oregonian
- Salt Lake Tribune
- Seattle Times
- Montreal Star
- Toronto Globe
- Vancouver Sun

In Europe

- Le Matin, Paris
- London Daily Telegraph
- Liverpool Daily Post
- Glasgow Daily Record
- Cork Examiner
- La Libre Belgique
- Amaroc News, Coblenz
- Dentsiger Zeitung
- Berlin Morgenpost
- Vossische Zeitung, Berlin
- B. Z. Am. Mittag, Berlin
- Neue Freie Presse, Vienna

Newspapers Syndicate

25 Park Place, New York

A Year of Achievement

The Lincoln Star Breaks all Past Records in its Advertising Lead for 1922.

The Year's Record Shows:

| | THE STAR | OTHER PAPER |
|-------------------|-----------------|-----------------|
| Local Advertising | 4,583,670 lines | 3,783,654 lines |
| National | 1,306,928 | 963,676 |
| Classified | 1,085,980 | 895,230 |
| Totals | 6,976,578 | 5,642,560 |

The Star's excess over the other paper was 1,334,018 lines, or 95,287 column inches.

The Greatest Advertising Lead in the History of the Paper.

A new home for The Star—three times as large as the present quarters—is now under construction.

A new Hoe Superspeed Octuple press has been ordered to take care of the growing circulation and advertising volume.

**Net Paid Daily Circulation
Now Over 39,000**

The largest circulation in the history of the paper.

THE LINCOLN STAR

Nebraska's Best Newspaper

Eastern Representatives:
Benjamin & Kentnor Co.
225 Fifth Avenue
New York, N. Y.

Western Representatives:
The Ford-Parsons Co.
930 Marquette Building
Chicago

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 128)

| Name | Address | City | Space Buyers |
|---|---|----------------------|--|
| SMITH-ENDICOTT CO. a-g | 141 Milk St. | Boston, Mass. | T. H. Endicott |
| SMITH, FRED'K McCURDY d-e-g | 70 5th Av. | New York City | F. McC. Smith R. K. Wadsworth M. J. Weiss |
| SMITH & FERRIS a-e-f-i | Pacific Finance Bldg. | Los Angeles, Cal. | A. C. Smith O. L. Ferris C. F. Crank K. D. Caldwell |
| SMITH, McCRORY & CO., INC. a-e-f-g | 419 6th St. | Racine, Wis. | S. C. Warden |
| SMITH & SMITH | Dwight Bldg. | Kansas City, Mo. | |
| SMITH, STURGIS & MOORE, INC. a-e-g-h | 1463 Broadway | New York City | |
| | Lumsden Bldg. | Toronto, Canada | |
| | Premier House, Southampton Row, W. C. 1 | London, England | H. L. Cohen H. H. Watson |
| | 31 bis Faubourg, Montmartre | Paris, France | |
| SMOOT ADV. AGCY. | Smoot Theatre Bldg. | Parkersburg, W. Va. | |
| | 4th & 6th Sts. | Huntington, W. Va. | |
| SNITZLER-WARNER CO. a-e-g-h | 225 N. Mich. Blvd. | Chicago, Ill. | Frank C. Smith D. D. Warner |
| | 30 Fleet St. | London, England | |
| | Gante, 14 | Mexico City, Mex. | |
| SNODGRASS & GAYNESS, INC. a-e-g | 489 5th Av. | New York City | |
| SNOW & STAFF, WALTER B. a-e-f-g-h | 60 High St. | Boston, Mass. | Adelaide McKenna |
| SNOWDEN ADV. AGCY., INC. | 149 Broadway | New York City | A. E. Snowden |
| SNYDER CO., J. A. a-e-g | 220 S. State St. | Chicago, Ill. | A. C. Henderson |
| SOHN ADVG. AGCY., MONTE W. | 152 West 42d St. | New York City | |
| SOLONCHE & CO., J. H. | 287 Henry St. | New York City | |
| SOMMER ADVERTISEMENT AGENCY, FREDERICK N. a-e-g | 810 Broad St. | Newark, N. J. | Max Gans J. A. Wapshare |
| SOROSIS ADV. CO. | 70 Blake St. | Lynn, Mass. | |
| SOUTHERN ADV. AGCY., INC. b | Randolph Bldg. | Memphis, Tenn. | |
| | Candler Bldg. | Atlanta, Ga. | |
| SOUTHERN ADVG. AGCY. | | Orlando, Fla. | |
| SOUTHWESTERN ADV. CO. a-b-e-g-h | Continental Bldg. | Oklahoma City, Okla. | Howard McGee |
| | 1521 Commerce St. | Dallas, Tex. | T. M. Dawson |
| | 1st Natl. Bk. Bldg. | Tulsa, Okla. | (Dallas) |
| SOUTHERN CALIFORNIA ADVG. CO. | Laughlin Bldg. | Los Angeles, Cal. | |
| SPAFFORD CO., INC. a-f-g | 10 Arlington St. | Boston, Mass. | William F. Foster |
| SPARROW ADV. AGCY. a-b-e-g | American Trust Bldg. | Birmingham, Ala. | |
| SPENCER ADVG. AGCY., CARL O. | American Central Life Bldg. | Indianapolis, Ind. | |
| SPENCER-LAY CO. | 15 West 37th St. | New York | |
| SPIERO CO., GERALD B. d | 1 W. 34th St. | New York City | Alvin J. Kayton |
| SPIVAK ADV. AGCY., M. a-e-g | 286 5th Av. | New York City | Rose Eates |
| SPRINGER ADV. AGCY. | 2130 Forbes St. | Pittsburgh, Pa. | Mr. Springer |
| STACK ADV. AGCY. a-e-g | Heyworth Bldg. | Chicago, Ill. | C. B. Peterson |
| STALKER ADV. CO., INC. e-g | Nasby Bldg. | Toledo, Ohio | H. H. Stalker |
| STANDARD ADV. AGCY. | 150 Nassau St. | New York City | |
| | Victoria Bldg. | St. Louis, Mo. | |
| | 663 Robinson St. | Memphis, Tenn. | |
| STANDISH ADV. AGCY., GRAN VILLE S. a-e-g | Union Trust Bldg. | Providence, R. I. | |
| STANFORD ADV. AGCY. | 326 4th Av. | Pittsburgh, Pa. | |
| | 38 W. College St. | Canonsburg, Pa. | |
| | Woolworth Bldg. | Lancaster, Pa. | |
| STAPLES & STAPLES, INC. a-b-e-g-h | Mutual Bldg. | Richmond, Va. | |
| STAPLETON, WILLIAM R. | Malley Bldg. | New Haven, Conn. | D. D. Staples |
| STARK, THOMAS H. d | Cruicker & Starks Bldg. | Louisville, Ky. | |
| STAVRUM & SHAFER, INC. a-e-f-g | 14 E. Jackson Blvd. | Chicago, Ill. | H. B. Stark W. D. Shafer J. H. Harrison Stanley Ellsworth E. A. Stavrum F. R. Steel |
| STEEL CO., F. R. d-e-f-g | 201 E. Ontario St. | Chicago, Ill. | F. T. Andrews, Jr. A. W. Gentles W. H. McKee J. A. Frost P. T. Foley |
| STEINBRENNER ADV. AGCY. | 1403 Race St. | Cincinnati, Ohio | |
| STEINMAN-BRADT ADV. SERV. ICE d-e-g | Perley Bldg. | Modesto, Cal. | |
| STERLING ADV. AGCY. d-e-g | 700 S. Council St. | Muncie, Ind. | Alfred Steinman |
| STERLING ADV. SERVICE F. | 58 W. 40th St. | New York City | Hal McNaughton |
| STERLING-BEESON ADV. CO. | | Toledo, Ohio | |
| STERLING-McMILLAN-NASH, INC. e-g | 2 West 45th St. | New York City | |
| STERNAU, ARTHUR R. a-g | Bailey Bldg. | Philadelphia, Pa. | R. S. Maddock |
| STERNBERG CO., H. SUMNER | 154 Nassau St. | New York | |
| STERNFIELD-GODLEY, INC. d-e-g | 154 Nassau St. | New York City | Sam'l S. Sternfield |
| STERRETT, TOM | Palace Bldg. | Erie, Pa. | W. M. Lias |
| STEVENS, FRED D. d | Martin Bldg. | Utica, N. Y. | F. D. Stevens |
| STEVENS CO., H. & J. d | Murray Bldg. | Grand Rapids, Mich. | Joe Stevens, Jr. Henry Stevens |
| STEVENS AGCY., HERMON W. a-e-g | Globe Bldg. | Boston, Mass. | H. W. Stevens |
| STEVENS & McBRIDE | Gardner Bldg. | Utica, N. Y. | |
| STEVENS & WALLIS, INC. d-e-g | 45 West on South Temple | Salt Lake City, Utah | James B. Wallis A. Stevens |
| STEWART-DAVIS ADV. AGCY. a-e-g-h | 400 N. Mich'n Av. | Chicago, Ill. | |
| STIRES CONNER CO. | Pittsburgh Life Bldg. | Pittsburgh, Pa. | |
| STOCKFORD CO., C. C. d-e-g | Summit - Cherry Bldg. | Toledo, Ohio | C. C. Stockford H. F. Bradford |
| STOCKMAN ADV. AGCY., A. M. a-e-f-g | 127 Duane St. | New York City | A. M. Stockman |
| STONETON ADV. CO. | 147 Water St. | Hallowell, Maine | |
| STORM ADVG. AGENCY g | 35 W. 39th St. | New York City | |
| STORM & SONS, INC., JULES F. a-g | 120 W. 41st St. | New York City | Charles M. Storm Edward Klein |
| STOVER CO., RUSSELL | Kesner Bldg. | Chicago, Ill. | |
| STRAIN, J. IRVIN, INC. | Lexington Bldg. | Baltimore, Md. | J. Irving Strain |
| STRANG & PROSSER ADV. AGCY. a-e-f-g | Empire Bldg. | Seattle, Wash. | |
| STREET CAR ADVG. CO. | 808 Munsey Bldg. | Washington, D. C. | |
| STREET & FINNEY, INC. a-e-f-g | 171 Madison Av. | New York City | F. G. Bonthron |
| STRONG ADV. AGCY., HOWARD | | | |
| MARCUS f-g | 360 Worthington St. | Springfield, Mass. | H. M. Strong |
| STROUD & BROWN, INC. g | 303 5th Av. | New York City | H. K. Stroud |

(Continued on page 134)

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Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.



P. & A. PHOTOS in its first year in business has charged *and received* higher prices for its services than any other picture service or syndicate in the business.

ALTHOUGH the organization was started just a year ago, Pacific & Atlantic Photos scored more beats and more exclusive picture scoops than all its competitors. It is our belief and policy of action that live news pictures quickly transmitted are as important to the newspaper of today as live news.

A PAGE of interesting live news and feature pictures daily, is as valuable a feature, in our opinion, as the best comic strip. Pictures interest all classes of readers. Pictures build and hold circulation.

P. & A. had a stiff battle selling its services in the past year; but today, despite its higher prices, publishers are now fighting for exclusive P. & A. service in their territory and gladly pay the increased cost.

PACIFIC & ATLANTIC PHOTOS, INC.

Organized by:

Chicago Tribune, World's Greatest Newspaper
and

Daily News, New York's Picture Newspaper

BOSTON

Charles L. Mathieu, General Manager, 25 Park Place, New York

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PHILADELPHIA,

WASHINGTON,

LOS ANGELES,

SAN FRANCISCO,

LONDON,

PARIS,

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Services still available in some territories.

PRINT SERVICE—News photographs, daily, from all offices.

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SOLID PAGE matrix of news and feature pictures. Made up individually for each subscriber, complete with text, heads, etc., ready for press cast. DAILY.

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"In the Valley
of Opportunity"

Has a newspaper that in every way ranks
with America's Best.

The Binghamton Press

Goes daily into 98 per cent of the worth-
while homes in the buying territory within
the trading radius.

It is a splendid newspaper
In a splendid community

Earns and receives the confidence of its
readers. Constantly demonstrates its effec-
tiveness in thoroughly covering its territory
in an advertising way for both the local and
the national fields.

The John Budd Company

National Advertising Representatives:

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Seattle

ADVERTISING AGENCIES AND THEIR SPACE BUYERS (Continued from page 132)

| Name | Address | City | Space Buyers |
|--|--|--|---|
| STUART, C. R. d-i | Detweiler Bldg. | Los Angeles, Cal. | C. R. Stuart |
| SUEDHOFF-ROSS CO. a-e-g | Shoaff Bldg. | Fort Wayne, Ind. | C. J. Suedhoff |
| SUGDEN ADV. CO., J. L. a-e-f-g | 5 S. Wabash Av. | Chicago, Ill. | J. L. Sugden |
| SULLIVAN-PALLEN, INC. e-g | 3 E. 38th St. | New York City | M. G. Sullivan |
| SUTPHEN COMPANY, H. | Baker - Detweiler Bldg. | Los Angeles, Cal. | |
| SWANZEY, ADVG. d-e-g | Ford Bldg. | Great Falls, Mont. | Perry S. Swanzey |
| SWEENEY & JAMES CO. a-e-g | 1632 Euclid Av. | Cleveland, Ohio | H. B. Snyder |
| SWEETLAND, BEN J. | 50 E. 42d St. | New York City | |
| SWEET ADVG. AGCY., RALPH A. e-g | Press Bldg. | Binghamton, N. Y. | |
| SWEET & PELLS J. | 210 E. Ohio St. | Chicago, Ill. | Melville S. Sweet |
| SWENSON CO. HILLMAR V. | 225 N. Mich. Blvd. | Chicago, Ill. | |
| SWISHER ADV. SERVICE a-g | Mears Bldg. | Seranton, Pa. | S. F. Williams |
| SYPPER, FRED H. e | 313 S. High St. | Akron, Ohio | |
| SYVERSON-KELLEY ADVER- TISING AGCY. a-e-g | Columbia Bldg. | Spokane, Wash. | A. H. Syverson E. C. Richarls |
| T | | | |
| TABOT ADV. AGCY., C. C. | Vinney Bldg. | Syracuse, N. Y. | |
| TAYLOR, I. W. d-e-g | Fine Arts Bldg. | Detroit, Mich. | J. W. Taylor |
| TAUBER ADVG. AGCY, INC. | Star Bldg. | Washington, D. C. | V. B. Sutton |
| TELLER-THOMPSON ADVER- TISING AGCY. e-g | 220 W. Onondaga St. | Syracuse, N. Y. | |
| TEXAS ADV. AGCY. | | Houston, Tex. | |
| THIELECKE & THIELECKE e-g | 178 Wells St. | Chicago, Ill. | |
| THOMAS ADV. SERVICE a-b-e-g-h | Graham Bldg. Citrus Exch. Bldg. | Jacksonville, Fla. Tampa, Fla. | |
| THOMAS INC., CHARLES R. | 562 5th Av. | New York City | David C. Thomas Walter Buchen A. R. Eley H. W. Eliot, Jr. John Coleman, Jr. Eug. E. Morton M. E. Needham H. V. O'Brien Frederick West |
| THOMAS ADVG. AGCY., DAVID C. a-e-g-h | 165 E. Erie St. | Chicago, Ill. | Edwin O. Perrin Edith V. Righter Richard A. Dunne (New York); George Pearson (Chicago) |
| THOMPSON CO., J. WALTER a-e-f-g-h | 244 Madison Av. 80 Beylston St. Hanna Bldg. 1st Natl. Bk. Bldg. Lytton Bldg. Kingsway House | New York City* Boston, Mass. Cleveland, Ohio Cincinnati, Ohio Chicago, Ill. London, England | R. R. Toepel |
| THOMPSON-KOCH CO. e-g | 32 W. 6th St. | Cincinnati, Ohio | |
| THOMPSON-RIDDICK CO., INC. | Hill Bldg. | Jacksonville, Fla. | R. R. Toepel |
| THRESHOLD SERVICE a-e | 136 Liberty St. | New York City | L. J. Delaney K. V. Hall H. A. Thurlow R. L. Rogers |
| THURLOW ADV. AGCY. | Little Bldg. | Roston, Mass. | |
| TIFFANY, J. A. | 400 Ostrander St. | Syracuse, N. Y. | |
| TISNE WALTER E. e-g | 310 W. 88th St. | New York City | |
| TOLIN COMPANY | 1314 Walnut St. | Philadelphia, Pa. | Miss Rae Smith |
| TOUZALIN AGCY., CHARLES H. a-e-f-g | Tribune Bldg. | Chicago, Ill. | Albert R. Callies |
| TRACY, INC. W. I. f | 31 Union Square | New York City | |
| TRACY-PARRY CO., INC., a-e-h | Lafayette Bldg. | Philadelphia, Pa. | |
| TRADES ADV. AGCY. a-e-g-h | 347 5th Av. | New York City | Josephine Cone Miss B. F. Wein- zimmer |
| TRANSOM CO., INC., d-e-g | 637 N. Mich. Blvd. | Chicago, Ill. | W. H. Trump |
| TRUMP, W. H. | Widener Bldg. | Philadelphia, Pa. | W. H. Trump |
| TRYON, GEO. W. | Times Bldg. | New York City | M. A. Mullen Wm. Ochsner |
| TUCKER ADV. AGCY., INC. a-e-f-g | 303 5th Av. | New York City | D. A. Tuholski |
| TUHOLOSKI ADV. SERV., INC. d | Guardian Tr. Bldg. | Denver, Colo. | |
| TUNNEL ADV. AGCY. | 30 Church St. | New York City | |
| TUPPER ADV. AGCY., CLIFTON H. a-b-e-g | Central Trust Bldg. | San Antonio, Tex. | C. H. Tupper R. A. Sorensen J. H. Turner |
| TURNER-WAGENER CO. a-e-f-g | Wrigley Bldg. | Chicago, Ill. | |
| TUTHILL ADV. AGCY., INC. a-e-f-g | 1133 Broadway | New York City | |
| TWEED ADVG. AGCY., R. E. | Estey Bldg. | Philadelphia, Pa. | |
| TWIN CITY ADVG. CO. | Star Theater Bldg. | Towanda, N. Y. | |
| U | | | |
| UHL, INC., EARLE | | Chicago, Ill. | |
| UNDERWOOD, INC., COR. H. | | New York City | |
| UNITED ADV. AGCY. a-e-g | 1 W. 34th St. Kinney Bldg. | New York City* Newark, N. J. | H. C. Daych (New York); E. F. Feitinger (Newark); E. W. Bateman (Dallas) |
| UNITED ADVG. AGCY. | 21 Smith St. | Paterson, N. J. | |
| UNITED ADV. CORP. | 2112 Cabell St. | Dallas, Tex. | |
| UNITED ADV. SERV. | 1 Wilham St. | Bridgeport, Conn. | |
| U. S. ADVG. CORP. a-e-f-g | C. P. R. Building | Toronto, Ont., Can. | |
| UNIVERSAL ADV. SERV. INC. d | 409 4th St. | Sioux City, Ia. | B. J. Abraham |
| URMY, LOUIS V. a-e-g | 833 State St. | New Haven, Conn. | |
| USHER, LEE & PURNER ADVG. AGCY. | 22 Market St. | Newark, N. J. | Dick Jamison M. R. Webster Louis V. Urmy A. M. Prestidge |
| USOSKIN CO., INC., JOSEPH. | 41 Park Row | New York City | |
| USOSKIN CO., INC., JOSEPH. | 643 West 172d St. | New York City | |
| V | | | |
| VALLANDINGHAM CO., INC., L. E. d | Century Bldg. | Des Moines, Iowa | L. E. Vallandigham |
| VAN BENSCHOTEN, RAY | Union Bank Bldg. | Syracuse, N. Y. | |
| VANDERHOOP & CO. a-e-g-h | 167 E. Ontario St. | Chicago, Ill. | Ralph N. Cushing |
| VAN DUSEN & CARTER | | Jackson, Mich. | |
| VAN HAAGAN ADV. AGCY. JOHN C. a-e-g | 1602 Chestnut St. | Philadelphia, Pa. | J. C. Van Haagen Miss C. V. Par- ker D. J. Ogilvie Edg. F. Riebetanz |
| VAN PATTEN, INC., a-e-g-h | 50 E. 42d St. | New York City | |
| VAN SANT & CO. d-f | 110 E. Lexington St. | Baltimore, Md. | |
| V-C. ADVERTISERS' SERVICE CORP. | 220 W. 42d St. | New York City | George H. Schusser |
| VIEREGG ADVG. SERV., INC. | | Puffalo, N. Y. | |
| VINCENT & VINCENT d-e-g | Artisans Bldg. | Portland, Ore. | Fred W. Vincent Z. G. Vincent |
| VIRGINIA ADV. SERV. CO. | Ledger - Dispatch INC. b | Norfolk, Va. | |
| VOLKMAN ADV. AGCY., M. a-e-g | World Bldg. | New York City | M. Landau |
| VON POETTGEN, CARL S. | Kresge Bldg. | Detroit, Mich. | |

(Continued on page 135)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Assn. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office.
Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS
(Continued from page 134)

| Name | Address | City | Space Buyers |
|--|---------------------------|---------------------|--|
| VOORHEES ADV. & SALES SERVICE | 45 N. Division St. | Buffalo, N. Y. | |
| VOORHEES & CO. | 116 Nassau St. | New York City | J. S. Voorhees |
| VREDENBURGH-KENNEDY | | | |
| VREELAND, INC., E. E. g. | 171 Madison Av. | New York City | |
| | 344 W. 38th St. | New York City | |
| W | | | |
| WADE ADV. AGCY. a-e-g. | Old Colony Bldg. | Chicago, Ill. | |
| | Anisfield Bldg. | Cleveland, Ohio | |
| WADMAN, INC., REX W. | 501 5th Av. | New York City | |
| WALD ADV. AGCY., S. d. | World Bldg. | New York City | B. Spenadel |
| WALES ADV. CO. | Orpheum Bldg. | Topeka, Kans. | |
| WALES ADV. CO. a-c-f-g-h. | 141 W. 36th St. | New York City | J. J. Veth |
| WALKER ADV. AGCY. | Sherman Clay Bldg. | San Francisco, Cal. | |
| WALKER CO., WM. S. f. | Park Bldg. | Pittsburgh, Pa. | |
| WALKER & CO. | 88 Custer St. | Detroit, Mich. | R. P. Stewart |
| | 124 N. Baum St. | Saginaw, Mich. | |
| | Doyle Bldg. | Flint, Mich. | |
| | | Owosso, Mich. | |
| WALKER & CO., DUDLEY a-e-g. | People's Gas Bldg. | Chicago, Ill. | A. Conwisher Dudley Walker |
| WALKER & DOWNING. | Oliver Bldg. | Pittsburgh, Pa. | Har. S. Downing Wm. S. Walker |
| WALKER & HOLTJE ADVERTISING AGCY. | | New York City | |
| WALKER-LONGFELLOW CO., INC. | 4 Northampton St. | Boston, Mass. | |
| WALKLEY CO., INC. | 341 5th Av. | New York City | |
| WALLERSTEIN-SHARTON CO. | 70 West 40th St. | New York City | W. F. O'Brien |
| WALLOWER, ROWLAND C. e-g. | 39 Cortlandt St. | New York City | |
| | 918 N. 16th St. | Harrisburg, Pa. | |
| WALTER ADVG. AGCY., A. D. | Vandergrift Bldg. | Pittsburgh, Pa. | D. A. Sullivan |
| WALTERS ADVG. AGCY., F. M. | 288 Main St. | Springfield, Mass. | |
| WALTON ADV. AGCY. b-d-f. | 217 Latta Arcade | Charlotte, N. C. | K. F. Walton |
| WALTON ADV. & PRINTING CO. a-e-g. | 88 Broad St. | Boston, Mass. | Perry Walton |
| WALZ-WEINSTOCK, INC., d. | Lafayette Bldg. | Buffalo, N. Y. | Ed. J. Weinstock Raym'd E. Walz |
| WARD & GOW e-g. | 50 Union Square | New York City | |
| WARFIELD ADV. CO., INC. a-e-f-g. | Federal Res. Bldg. | Omaha, Nebr. | T. O. Warfield |
| WASHBURNE-FLORSHEIM CO. d. | Fosdick Bldg. | Cincinnati, Ohio | H. B. Florsheim |
| | 245 N. High St. | Columbus, Ohio | |
| | Lindsay Bldg. | Dayton, Ohio | |
| | Saka Bldg. | Indianapolis, Ind. | |
| WASKOW ADV. AGCY. e-g. | 551 W. Wash. St. | Chicago, Ill. | G. R. Waskow |
| WATERBURY, HERBERT. | 250 Court Av. | Memphis, Tenn. | Herbert Waterbury |
| WATERS ADVG. AGCY., FRANCIS M. d. | Rowles Bldg. | Springfield, Mass. | F. M. Waters |
| WATKINS, H. E. | | Pueblo, Colo. | |
| WATSON ADV. AGCY. e-g. | 122 S. Mich. Av. | Chicago, Ill. | |
| WATTS, SCOTT & BEUTELL, INC. b. | Alfriend Bldg. | Atlanta, Ga. | |
| WEBER ADVG. AGCY. d. | 296 Broadway | New York City | Benjamin Weber |
| WEBB, HENRY | | Dayton, Ohio | Henry Webb |
| WEBB, D. STEWART. | 30 S. Calvert St. | Baltimore, Md. | D. Stewart Webb Miss Mary L. Thompson |
| WEIL CO., JOSEPH a-e-g. | Jenkins Arcade | Pittsburgh, Pa. | Joseph Weil |
| WEIL ADV. AGCY., M. C. | 222 W. 23d St. | New York City | |
| WEILL CO., ARMAND S. a-e-g. | 543 Ellicott Square | Buffalo, N. Y. | Armand S. Weill H. C. Desbecker |
| WEINGARTEN ADV. AGCY., M. d-e-g. | 286 5th Av. | New York City | Jack Weingarten |
| WEISS ADV. AGCY. d-g. | 110 W. 40th St. | New York City | Isidore E. Weiss |
| WELCH, F. MILTON. | 35 Nassau St. | New York City | |
| WELCH-HANBRY ADVG. AGCY. | | Long Beach, Cal. | C. A. Wells |
| WELLS-OLLENDORF CO. d-e-g. | Tribune Bldg. | Chicago, Ill. | C. J. Ollendorf D. H. Christians |
| WENDLAND CO., HARRY J. | | Los Angeles, Cal. | |
| WERHEIM, J. L. a-g. | 178 2d St. | New York City | |
| WESSELS CO., E. J. | 334 5th Av. | New York City | |
| WEST, EDWARD M. | 250 5th Av. | New York City | |
| WEST ADV. SERV., FRED C. | Johnson Block | Muncie, Ind. | |
| WESTBROOK ADV. AGCY. | | West Brock, Me. | |
| WESTERN ADV. AGCY., INC. a-e-g-h. | Baker Block | Racine, Wis. | Francis C. Jordan Sarah Jelliffe |
| WESTERN ADV. CO., INC. d. | Union Bldg. | San Diego, Cal. | G. V. Rockey |
| WESTERN ADV. CO. g. | Merchants - Laclede Bldg. | St. Louis, Mo. | |
| WESTERN, W. HULL. | 30 Church St. | New York | |
| WETHERALD ADV. AGENCY, JAMES T. a-e-g. | 142 Berkeley St. | Boston, Mass. | J. T. Wetherald Miss A. K. Hardy |
| WHEELER ADV. CO. | 30 Church St. | New York City | |
| WHIDDEN ADV. AGCY. GUY C. a-e-g. | Bulletin Bldg. | Philadelphia, Pa. | Edward V. Keenan |
| WHIDDEN & SHERRILL ADVG. AGCY. | | Boston, Mass. | Ch. D. Whidden Ar. M. Sherrill |
| WHIPPLE & BLACK, INC. d. | Free Press Bldg. | Detroit, Mich. | J. Scott Black |
| WHITE, FRANK B. | 76 W. Monroe St. | Chicago, Ill. | |
| WHITELEY & CO., JESSE H. d-f. | Janet Bldg. | Charleston, W. Va. | J. H. Whiteley Sydney S. Ager |
| WHITMAN ADVR.'S SERV. f. | 5 Union Square | New York City | |
| WHITTINGTON CO. e-g. | Douglass Bldg. | Seattle, Wash. | |
| WHIPPLE & GRANT. | Free Press Bldg. | Detroit, Mich. | |
| WIERENGO & STAFF, JOHN e-f-g. | Commerci'l Bk. Bldg. | Grand Rapids, Mich. | |
| WIGHTMAN ADV. AGCY., LUCIUS. | 50 Union Sq. | New York City | Nat. C. Wildman Walter K. Porzer |
| WILDMAN ADV. AGCY. d. | 2 E. Redwood St. | Baltimore, Md. | |
| WILLEY OF DETROIT ADVERTISING COMPANY. | | Detroit, Mich. | |
| WILLIAMS & CUNNINGHAM | 6 N. Michigan Av. | Chicago, Ill. | C. J. Eastman A. C. Smith |
| WILLIAMS & SAYLOR, INC. a-e-g. | 111 5th Av. | New York City | |
| WILLIAMS & SAYLOR, INC. a-e-f-g. | 450 4th Av. | New York City | Kenneth MacIntyre |
| WILMINGTON ADV. SERV. | 833 Orange St. | Wilmington, Del. | |
| WILSON ADV. AGCY. b-d. | Independent Life Bldg. | Nashville, Tenn. | F. B. Wilson |
| WILSON ADVG. SERV. d. | Box 392 | Hartford, Conn. | Howard C. Wilson |
| WILSON, INC., EDWIN BIRD a-e-f-g. | 9 Hanover St. | New York City | C. T. Sweeney |
| | 81 E. Madison St. | Chicago, Ill. | |
| WILSON, OLMSTED & REED. | Globe Bldg. | Seattle, Wash. | |
| WILSON PUBLICITY CO. | 123 W. Madison St. | Chicago, Ill. | |
| WIMBERLY ADVG. AGCY. a-b. | Cotton Exch. Bldg. | Fort Worth, Tex. | F. W. Wimberly |
| WIN-AD-SERVICE d. | 2 Rector St. | New York City | A. M. Winburn |
| WINBURN & CO., M. a-g. | 576 5th Av. | New York City | |
| WINCHELL ADVG. AGCY., H. C. d-f. | 20 E. Jackson Blvd. | Chicago, Ill. | H. C. Winchell |

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New Jersey, forty-fifth state in the Union in area, ranks tenth in population. It stands seventh in the amount of Personal Income Tax Paid and third in total resources of Building and Loan Associations.

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is the *logical*
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of the Nation.

3 155,900 inhabitants — 721,841 progressive families whose buying is unhampered by traditions, racial customs or climatic conditions. Cosmopolitan people who want the most modern up-to-date things—whether food or clothing or automobiles—and who have the money to pay for them.

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You can reach 40% of the people of New Jersey in the principal cities—the buying centers of the state—through the home-town newspapers of the New Jersey Daily League. Complete merchandising assistance at the service of national advertisers.

"New Jersey and its Twelve Major Markets" contains 56 pages of valuable information. It is published for the benefit of manufacturers interested in intensive selling. It is free upon request. Write for it.

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| ATLANTIC CITY Press-Union | JERSEY CITY Journal | PATERSON Press-Guardian |
| CAMDEN Courier | NEWARK Star-Eagle | PERTH AMBOY News |
| ELIZABETH Journal | | PLAINFIELD Courier-News |

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

(Continued from page 135)

Table with columns: Name, Address, City, Space Buyers. Includes entries like WINNINGHAM, C. C. a-e-g, WOLF, INC., PHILIP d, WOLFF, HERMAN E., etc.

Table with columns: NAME, PAPER REPRESENTED, OFFICE. Includes entries like Dougherty, Emmet, Drexel, Constance, Durno, George, Early, Stephen T., etc.

EXPLANATION OF KEY LETTERS

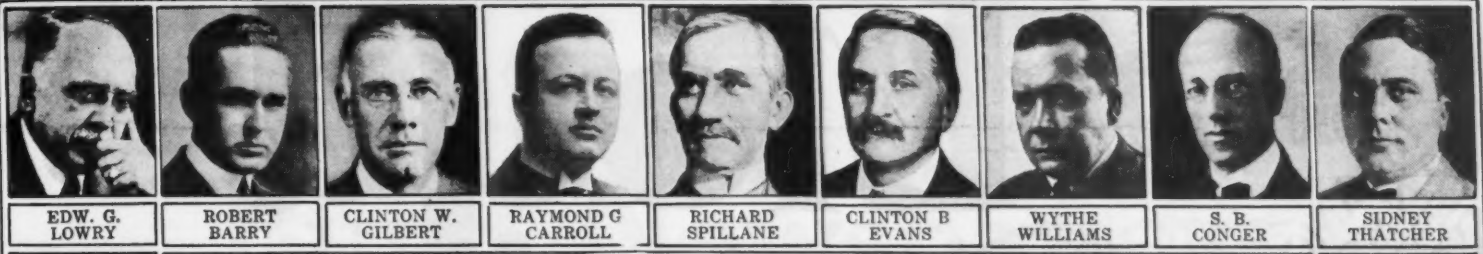
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PRESS GALLERY-U. S. SENATE

Table with columns: NAME, PAPER REPRESENTED, OFFICE. Lists names like Albert, Charles S., Armstrong, Robert B., Atchison, John C., etc.

Table with columns: NAME, PAPER REPRESENTED, OFFICE. Lists names like Hachter, Arthur W., Hall, Henry, Hallam, H. C., Hamilton, Charles A., etc.

(Continued on page 140)



DOROTHY DIX



HAZEL DEYO BATCHELOR



FELICE DAVIS



MARY A. WILSON



EVA A. TINGEY



HELEN DECIE

LEDGER SYNDICATE

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District including France, Spain, Portugal, Italy, Switzerland, Southern Balkans, Greece, Jugo-Slavia—Paris: WYTHE WILLIAMS, WILLIAM DASHIEL, JACOB H. LOWREY, JOSEPH KIERNAN.
The Near East—Constantinople: CLARENCE K. STREIT.
The Far East—Japan: B. W. FLEISHER, GLENN BABB, JOHN R. MORRIS. China: FRANK H. HEDGES, GEO. E. SOKOLSKY, I. HICKS. Philippines: WALTER ROBB. Cuba: DE LAUREAL SLEVIN.

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"The Washington Observer" (every week day).
Query Service on all Washington Bureau dispatches.
New York news letter by RAYMOND G. CARROLL.
New York theatrical letter by GILBERT SELDES.
Dispatches of the Morning Public Ledger's staff correspondents assigned to important domestic news events.
Signed commentaries by distinguished authorities printed on the Editorial Page of the Morning Public Ledger.
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Daily New York stock market summary.
"Wall Street Gossip."
Weekly New York market review.
London market review.
All subscribers receive, supplementary to this service, the mail letters of the regular correspondents of the Public Ledger's Business Section, covering the principal industries of the United States, Canada, Mexico and the West Indies.
CLINTON W. GILBERT'S WASHINGTON LETTER to evening newspapers.

FEATURES

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MISCELLANEOUS MAGAZINE PAGES (Weekly).
FASHION PAGE (Weekly).
SCIENCE PAGE (Weekly).
SHORT STORY PAGE (Weekly).
HUMAN INTEREST PAGE (Daily).

COMICS
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"RUFUS McGOOFUS," by Cunningham. Daily strip and Weekly Color Page.
"ASK PROF. NOODLE," by Steinlauf. 2-col. Daily.
"DUMB-BELLS," by Cunningham. 1-col. Daily.
"THE CROSSING COP," by John. 1-col. Daily.
"THE SASSIETY KOLLUM," by Bach. 1-col. Daily.
"THAT'S DIFFERENT," by Bach. 1-col. Daily.

CARTOONS, ETC.
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"FOLLIES OF THE PASSING SHOW," by Hanlon. 6 or 7 col. Weekly.
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"THE ETERNAL QUESTION," by Felice Davis. Daily love dialogues, each ending in a marriage proposal.
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HOME DECORATION—"The Home in Good Taste," Harold Donaldson Eberlein. Daily. Illus.
HOME HANDIWORK HINTS—"Things You'll Love to Make," by Flora L. Kaplan. Daily. Illus.
HOUSEKEEPING HELPS—"Housewife's Idea Box." Daily. Illus.
ETIQUETTE HINTS—"What's What," by Helen Decie. Daily. Illus.
PAM'S PARIS POSTALS—Novelties in Paris shops. Daily. Illus.
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HUMOROUS FEATURE—"Broadcasts" by Lora Kelly. Daily.
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"HOW TO SAVE WHEN SHOPPING." Daily.
"FAVORITE RECIPES OF FAMOUS WOMEN." Daily.

NEWS FEATURES
"THREE MINUTES WITH A HEADLINER," by Frederick L. Collins. An illustrated interview with or story about a celebrity. Daily.
WEEKLY BOOK COLUMN, by W. Orton Tewson.

FEATURES ON SELF-IMPROVEMENT, ETC.
RALPH WALDO TRINE'S daily optimism, "This Day and You."
"READ YOUR CHARACTER." Daily.
"SHARPENING UP YOUR MEMORY." Daily.
"WHAT ARE YOU GOOD FOR?" Daily Feature that finds the job for the man and the man for the job.
"MAKING MORE MONEY." Daily. Tells how to make money in side lines conducted at home.
"CORRECT ENGLISH." Daily quiz on grammar and pronunciation.

JUVENILE FEATURES
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THINGS FOR BOYS TO MAKE. Daily. Illus.
"THE DAILY FUN HOUR." A clever game for every day.

TRICKS, PUZZLES AND MAGIC
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"EASY MAGIC YOU CAN DO." Weekly. Illus.
"MIRACLES—ANCIENT AND MODERN"—Weekly. Illus.
DAILY PUZZLE—"Minitests" Daily. Illus.
WEEKLY PICTURE PUZZLE. Illus.
WEEKLY CUT-OUT—"The Ink Bottle." Illus.
MISSING DIALOGUE CONTEST (Circulation Feature)—"What Are They Saying?" Weekly. Illus.

SPORTS FEATURES
DAILY SPORTS QUIZ—"The Sportfollo."
"WISE TENNIS TIPS"—by Wm. T. Tilden, 2nd.
"HOW TO PLAY TENNIS"—Series by Wm. T. Tilden, 2nd.
"HOW TO PLAY GOLF"—Series by Jesse Guilford.
"HOW TO PLAY BASKETBALL"—Series by E. J. Mather and E. D. Mitchell.
BOXING—"The Hardest Battle of My Ring Career"—Series by all great champs and their opponents.

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"TODAY'S TRUE DETECTIVE STORY."
"FAMOUS GHOSTS."
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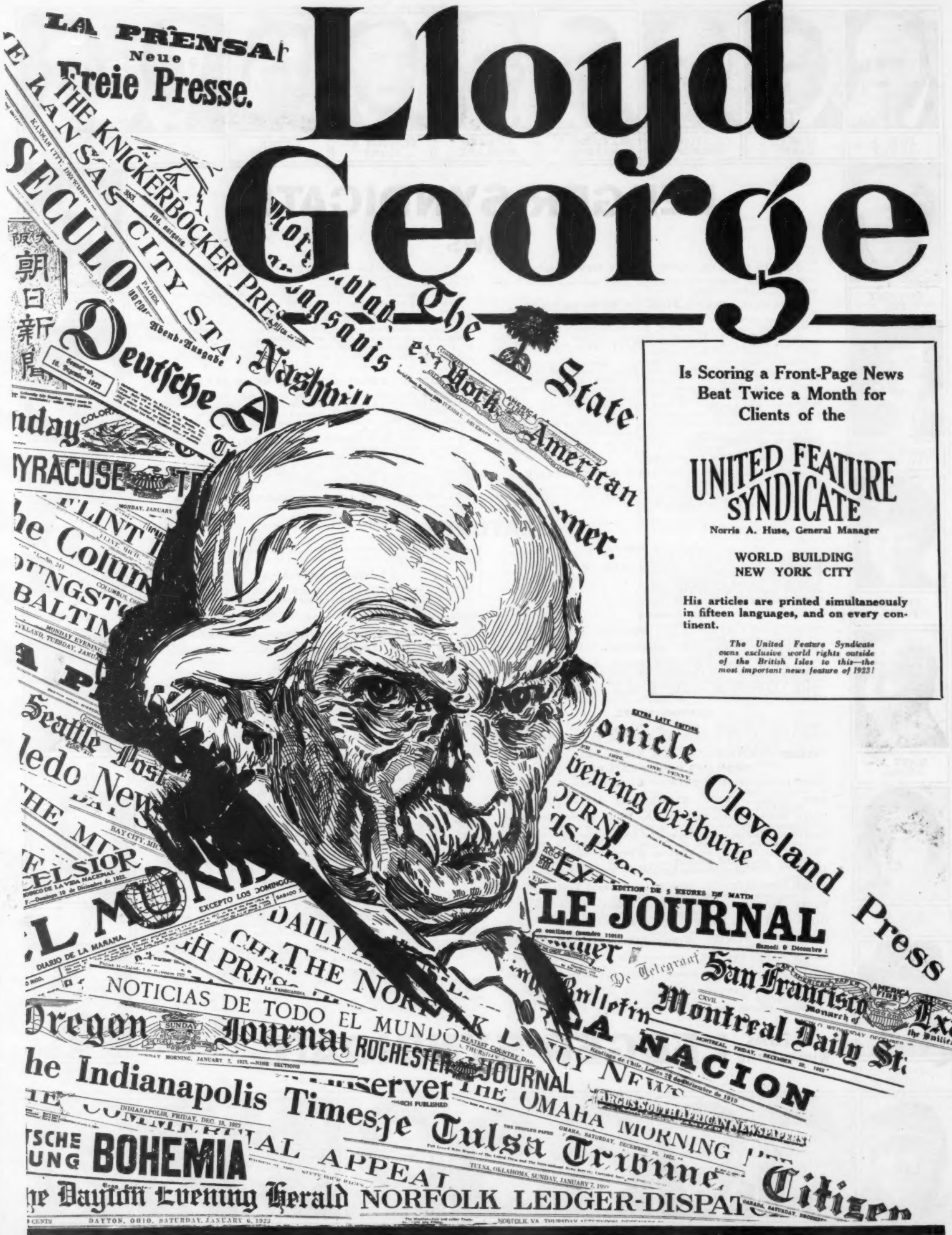
W. ORTON TEWSON

For Terms Wire or Write **LEDGER SYNDICATE** Philadelphia, Pa.



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Lloyd George



Is Scoring a Front-Page News
Beat Twice a Month for
Clients of the

**UNITED FEATURE
SYNDICATE**

Norris A. Huse, General Manager

WORLD BUILDING
NEW YORK CITY

His articles are printed simultaneously
in fifteen languages, and on every con-
tinent.

The United Feature Syndicate
owns exclusive world rights outside
of the British Isles to this—the
most important news feature of 1923!

Big Features That Will Build Newspapers

A Brief Outline of the 1923 Program Offered to Editors

THIS advertisement is not meant to be a complete catalog of our 1923 activities. The United Feature Syndicate, always on the alert, is constantly offering new releases.

Form the habit of writing us fully. Tell us your problems. Remember that helping editors improve their papers is our specialized business, and that our experience is world-wide.

Here are a few suggestions, taken from our long list of features designed especially to add reader-interest and personality to American newspapers:

Comics

"THEM DAYS IS GONE FOREVER," by Al Posen. Done in rhyme and set to music. Different, distinctive, and original. Six column strip in mat form. Now in The Boston Globe, New York Telegram, St. Louis Times, Kansas City Star, and many others. Not much territory open, but if we can let you have this comic you will do well to close for it immediately.

"CASEY THE COP," by H. M. Talburt. Good-humored pokes built around policemen. You'll find Casey clippings pasted in station houses everywhere. Used by such papers as The Chicago Daily News, Brooklyn Eagle, and San Francisco Bulletin. Six column strip in mat form.

"TUBBY," by Winner. A brand new small boy six column strip in mat form. Announced here for the first time. Ask for samples.

Special Features

JOHNNY GRUELLE, artist and author of the most popular children's books in America, illustrates and writes a short daily story for children called "Raggedy Ann and Raggedy Andy." All first-run material. Ideal for women's or children's pages. New York Sun, Cleveland Press, and Detroit News are among the numerous dailies using it. A few territories are still open.

"GRIPPING MOMENTS IN GRAND OPERA," a series of 12

United First-Run Fiction

Here is the most enterprising venture in syndicated first-run short stories.

The United Feature Syndicate has arranged with 52 of America's leading authors to write, exclusively for its clients, a short story. Each one will run from 3,000 to 4,500 words, and will be illustrated with a 4 column pen and ink drawing (in mat form.)

Thus you are assured of the best in American fiction, never before published, at a price you can easily afford.

First releases soon. Stories will follow at the rate of one a week.

Every author is a top-notch. The list includes:

| | | | |
|----------------------|----------------|---------------------|--------------------|
| Booth Tarkington | Julian Street | Joseph C. Lincoln | Wallace Irwin |
| Gertrude Atherton | Fanny Hurst | Maud Radford Warren | Meredith Nicholson |
| F. Scott Fitzgerald | Charles Norris | Alice Duer Miller | Margaret Deland |
| Dorothy Canfield | Rupert Hughes | Theodore Dreiser | Samuel Merwin |
| Jesse Lynch Williams | Basil King | And Many Others | |

signed articles by opera stars with half-tone mats. Gives the personal and human interest element in amusing situations which have arisen in the careers of such celebrities as Galli-Curci, Lazzari, Schipo, Amato, and others, as told by themselves.

"SECRETS OF SONG," by Madame Melba. Series of six articles giving her own simple rules and exercises for voice improvement. Not only for singers, but for every one who wants a better voice.

PERSONALITY STORIES, written by David L. Blumenfeld and illustrated with photographs. Intimate two column stories about the daily lives of famous persons, including Pope Pius XI, Bonar Law, D'Annunzio, Queen Mary, H. G. Wells, etc. New! Timely! Lively! Ask for exclusive rights in your territory.

HOW AND WHAT TO EAT, by Eugene Christian, famous food specialist. Sound advice written in a chatty, readable style, on the one subject which is of universal appeal. Just what you've been looking for as a woman's or editorial page feature. Announced here for first time. All territory open. Send for samples.

MYSTERY CONTEST, by James W. Young. Tremendous possibilities for circulation building. Stories proceed with swift action to last chapter. Then readers try for prizes for best solutions. Young's solution is printed with prize announcements. New. All territories open.

JANE BURR, author of best sellers, is on her way around the world in knickers. She is sending back exclusive stories, with photographs suitable for Sunday magazines, women's sections, etc. High power human interest articles, telling in Jane Burr's own way of her interesting experiences

with interesting people. Announced here for the first time. All territories open. Ask for details.

W. L. GEORGE, world famed authority on feminism, writes a daily article of 300 words; ideally adapted to editorial or woman's pages. Attracting wide attention in the New York Sun, Chicago Daily News, and others. Write for samples.

Pictorial Feature Stories With Photo Mats

Put art on the front page and you sell papers! That is an axiom of the newspaper business.

Except in the big cities, getting suitable art smashes has always been difficult. This daily Pictorial News Feature in mat form, is exactly what the editor wants where local photo and engraving facilities are lacking.

Every day we send out to clients three different feature stories. One is illustrated with a 1-col. half tone mat; the second with a 2-col. mat; the third with a 3-col. mat.

You may buy the full service or any part of it, at a surprisingly low price.

Stories run from 75 to 300 words.

Write for a week's trial.

Serial Novels

"THE BITTERMEADS MYSTERY," by E. R. Punshon. An adventure tale with strong love interest.

"THE THREE BLACK PENNY," by Joseph Hergesheimer. A classic of modern literature.

"THE HOUSE BY THE RIVER," by A. P. Herbert. A love and crime story with an English setting.

"SHOOTING STARS," by Harry C. Witwer. Each chapter is complete in itself, but all concern the adventures of a bright young man who achieves the top place in the fight ring. Love runs through the entire theme, assuring you of women readers as well as men.

Radio

"FIFTEEN MINUTES OF RADIO," by Edward N. Davis, the best fitted man in America for this subject. Supplies a daily radio corner for your paper. Questions and answers department at no extra charge. Now used by Chicago Daily News, Boston Globe, and many others.

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, General Manager
United Press Headquarters

World Building

New York City

San Antonio Express

Morning and Sunday

Largest Circulation of Any Newspaper in its Field

San Antonio Evening News

Evening except Sunday

Largest Home Delivery Circulation of any afternoon newspaper in San Antonio. Largest total afternoon circulation.

The Farm Express

Semi-Weekly

Reaches the small town and farm homes in the San Antonio trade territory. Est. 1865.

National Advertising Gains in San Antonio

LINES

| | News | Express | News & Express |
|-----------|---------|-----------|----------------|
| 1922..... | 796,213 | 2,442,543 | 3,238,756 |
| 1921..... | 318,394 | 1,767,622 | 2,086,016 |
| Gain..... | 477,819 | 674,921 | 1,152,740 |

San Antonio is the

Largest Texas City and third largest on the Southern Route between Washington, D. C., and Los Angeles, Calif., being surpassed only by Atlanta and New Orleans.

Texas has 252 Counties of which 65, with 983,000 population, compose the immediate San Antonio trade territory.

Population of San Antonio 161,379. To these figures add 759 Army officers and 10,440 privates, also 25,000 additional population in the suburbs. And 100,000 tourists entertained each year.

We solicit your business on the basis of largest, non-duplicating circulation, lowest advertising rate, and complete co-operation in winning this very attractive market made rich by a world of diversified products including agriculture, livestock, dairying, mining, oil, manufacturing, natural scenic beauty and delightful climate.

CIRCULATION SECURED WITHOUT PREMIUMS.

THE JOHN BUDD COMPANY

National Advertising Representatives

| | | | |
|---------------------------------|--------------------------------------|-----------------------------|-------------------------|
| 9 East 37th Street NEW YORK | Tribune Bldg. CHICAGO | Chemical Bldg. ST. LOUIS | Healey Bldg. ATLANTA |
| Examiner Bldg. SAN FRANCISCO | Title Insurance Bldg. LOS ANGELES | Securities Bldg. SEATTLE | |

PRESS GALLERY—U. S. SENATE—(Continued from page 136)

| NAME | PAPER REPRESENTED | OFFICE |
|------------------------------|---|-----------------------------|
| Ludlow, Louis..... | Columbus Dispatch, Ohio State Journal, Denver Post, Louisville Evening Post, Savannah Press..... | 903 District Bank Bldg. |
| Lynn, Robert M..... | Richmond News Leader..... | 427 Homer Bldg. |
| Lyon, C. C..... | Indianapolis Times, Baltimore Post, Norfolk Post, Evansville Press, Terre Haute Post..... | 1322 New York ave. |
| McClatchy, Leo A..... | Sacramento Bee, Fresno Bee..... | 201 Albee Bldg. |
| McDevitt, Cleland C..... | Washington Times..... | Munsey Bldg. |
| McGahan, Paul J..... | Philadelphia Inquirer..... | 1006 Munsey Bldg. |
| McGrath, Justin..... | National Catholic Welfare Council News Service..... | 1312 Massachusetts ave. |
| McGuire, Mason..... | New York Tribune..... | 514 Woodward Bldg. |
| McMurphy, W. O..... | St. Paul News, Minneapolis News, Omaha News..... | 1322 New York ave. |
| McSweeney, Angus..... | Philadelphia North American..... | 40 Wyatt Bldg. |
| MacGregor, Donald..... | New York Herald..... | 437 Munsey Bldg. |
| Mallon, Paul R..... | United Press Associations..... | 1322 New York ave. |
| Mallon, Winifred..... | The News, New York..... | 42 Wyatt Bldg. |
| Manning, George H..... | Roanoke Times, Atlanta Georgian and American, Bridgeport Post..... | 427 Homer Bldg. |
| Markham, Edgar..... | St. Paul Dispatch, St. Paul Pioneer Press..... | 514 Woodward Bldg. |
| Marrinan, J. J..... | Worcester Telegram..... | 640 Norton st. |
| Martin, Lawrence C..... | United Press Associations..... | 1322 New York ave. |
| Martin, Lorenzo W..... | Louisville Times..... | 723 Bond Bldg. |
| Matson, J. Arthur..... | Billings Gazette, Great Falls Tribune, Helena Independent, Daily Missoulian..... | 1317 Rhode Island ave. |
| May, Robert H..... | Washington Times..... | Munsey Bldg. |
| Meiman, Benjamin..... | Jewish Daily Forward..... | 1308 Randolph st. |
| Mellet, Lowell..... | Washington News..... | 1322 New York ave. |
| Messenger, N. O..... | Washington Evening Star..... | Star Bldg. |
| Michael, Charles R..... | New York Times, Philadelphia North American..... | 717 Albee Bldg. |
| Michelson, Charles..... | New York World..... | 20-22 Wyatt Bldg. |
| Miller, I. Pierce..... | Associated Press..... | Star Bldg. |
| Miller, Karl W..... | Detroit News..... | 903 Colorado Bldg. |
| Mixer, Paul..... | Detroit Free Press..... | 302 Metropolitan Bank Bldg. |
| Montgomery, A. J..... | New York Herald..... | Munsey Bldg. |
| Morgan, Cole E..... | Seattle Post-Intelligencer..... | 626 Bond Bldg. |
| Morris, Charles E..... | Dayton News, Springfield News..... | 44 Post Bldg. |
| Mothershed, J. D..... | New York Journal of Commerce..... | 1419 G st. |
| Munger, T. L..... | Associated Press..... | Star Bldg. |
| Murphy, Elmer..... | Kokusai News Agency..... | 2308 Nineteenth st. |
| Murphy, W. C..... | N. C. W. C. News Service..... | 1312 Massachusetts ave. |
| Murray, K. Foster..... | Norfolk Virginian-Pilot, Charleston News and Courier, Savannah News..... | National Press Club |
| Nesbitt, H. B..... | Kansas City Star, Kansas City Times..... | 15 Post Bldg. |
| Nevin, John Edwin..... | Consolidated Press Association..... | Star Bldg. |
| Nicolson, C. B..... | Detroit Free Press..... | 302 Metropolitan Bank Bldg. |
| Norton, Robert L..... | Boston Post..... | 908 Union Trust Bldg. |
| Nourse, James R..... | San Francisco Examiner..... | 626 Bond Bldg. |
| Odel, George T..... | New York Morning Telegraph..... | 40 Wyatt Bldg. |
| Orr, Flora G..... | St. Paul News, Minneapolis News, Des Moines News, Omaha News, Denver Express..... | 1322 New York ave. |
| Osborne, Hunter..... | Central News..... | 323 Bond Bldg. |
| Oulahan, Richard V..... | New York Times..... | 717 Albee Bldg. |
| Owens, John W..... | Baltimore Sun..... | 1416 New York ave. |
| Page, John..... | Amarillo Daily News, La Prensa, San Antonio..... | 1106 Eighth st. |
| Payne, A. W..... | Associated Press..... | Star Bldg. |
| Plummer, Nixon S..... | New York World..... | 20-22 Wyatt Bldg. |
| Porterfield, W. H..... | San Francisco News, San Diego Sun, Memphis Press, Sacramento Star, Los Angeles Record, Spokane Press..... | 1322 New York ave. |
| Price, Byron..... | Associated Press..... | Star Bldg. |
| Price, Harry N..... | Washington Post..... | Post Bldg. |
| Pritchard, Robert..... | Washington Daily News..... | 1322 New York ave. |
| Probert, L. C..... | Associated Press..... | Star Bldg. |
| Remy, Robert..... | Havas News Agency..... | 821 Albee Bldg. |
| Reynolds, Elmer E..... | Rochester Post Express..... | 717 Dahlia st. |
| Reynolds, H. K..... | International News Service..... | Munsey Bldg. |
| Richards, Mrs. George F..... | Worcester Gazette, Springfield Union, Manchester Union, Lowell Sun, Portland (Me.) Express, Norwich Bulletin..... | George Washington Inn. |
| Rickey, Harry N..... | Scraps Newspaper Alliance..... | 1322 New York ave. |
| Rigby, Cora..... | The Christian Science Monitor, Boston..... | 921 Colorado Bldg. |
| Rising, John J..... | Washington Herald..... | Munsey Bldg. |
| Roberts, Hugh W..... | Birmingham Age-Herald, Mobile Register, Macon Telegraph, Columbia State..... | 500 Davidson Bldg. |
| Roberts, Roy A..... | Kansas City Star, Kansas City Times..... | 37 Post Bldg. |
| Rogers, Harry L..... | International News Service..... | Munsey Bldg. |
| Roosa, F. S..... | Universal Service..... | 628 Bond Bldg. |
| Ross, Charles G..... | St. Louis Post-Dispatch..... | 23 Wyatt Bldg. |
| Rothchild, Louis..... | Daily News Record..... | 505 Union Trust Bldg. |
| Ruth, Carl D..... | Cleveland News..... | 421 Colorado Bldg. |
| Sack, Leo R..... | Cleveland Press, Cincinnati Post, Toledo News Bee, Columbus Citizen, Akron Press..... | 1322 New York ave. |
| Saffell, William T..... | Central News..... | 323 Bond Bldg. |
| St. Clair, David F..... | Winston-Salem Sentinel, Charlotte News..... | 443 House Office Bldg. |
| Sargent, Henry E..... | New York Journal of Commerce..... | 1419 G st. |
| Schreiner, George A..... | New York Staats Zeitung, New York Herald..... | Capitol Park Hotel. |
| Seibold, Louis..... | New York Herald..... | 437 Munsey Bldg. |
| Shepard, Nelson M..... | Christian Science Monitor, Boston..... | 921 Colorado Bldg. |
| Simms, William Philip..... | Scraps Newspaper Alliance..... | 1322 New York ave. |
| Simonds, Frank H..... | McClure Newspaper Syndicate..... | 3108 P st. |
| Simpson, Kirk L..... | Associated Press..... | Star Bldg. |
| Simpson, Richard W..... | Associated Press..... | Star Bldg. |
| Sinnott, Arthur J..... | Newark Evening News..... | 204 Colorado Bldg. |
| Small, Robert T..... | Consolidated Press Association..... | Evening Star Bldg. |
| Smith, Carl..... | Oregon Journal..... | 2633 Adams Mill Road |
| Smith, Hal H..... | New York Times..... | 717 Albee Bldg. |
| Smith, R. B..... | Chicago Tribune..... | 42 Wyatt Bldg. |
| Smith, Stanley H..... | Traffic World..... | 505 Colorado Bldg. |
| Snure, John..... | New York Tribune, Des Moines Register, Sioux City Tribune..... | 514 Woodward Bldg. |
| Speers, Leland C..... | New York Times..... | 717 Albee Bldg. |
| Stansbury, H. H..... | New York American, Universal Service..... | 626 Bond Bldg. |
| Stern, Chas. J..... | Wall Street Journal..... | 1422 F st. |
| Stevens, H. C..... | Minneapolis Journal..... | 44 Wyatt Bldg. |
| Stevenson, Thomas..... | New York Herald..... | 437 Munsey Bldg. |
| Stofer, Alfred J..... | Birmingham News..... | 45 Wyatt Bldg. |
| Stokes, Harold Phelps..... | New York Evening Post..... | 91 Home Life Bldg. |
| Stokes, Thomas L..... | United Press Associations..... | 1322 New York ave. |
| Sucher, Ralph G..... | Akron Evening Times, Youngstown Vindicator, Wisconsin News..... | 720 Albee Bldg. |
| Summers, Geo. W..... | Wheeling Register, Buffalo Courier, Lexington Herald, Muskogee Phoenix..... | 45 Post Bldg. |
| Suter, John T..... | Associated Press..... | Star Bldg. |
| Suydam, Henry..... | Brooklyn Daily Eagle..... | 901 Colorado Bldg. |
| Sweinhart, Henry L..... | Havas News Agency, La Prensa (New York)..... | 821 Albee Bldg. |

(Continued on page 142)

Hollister Organization Will Solve Your 1923 Circulation Problems



C. B. HOLLISTER

A Few of the Many Hollister Successes

Los Angeles Times—3 campaigns
 Philadelphia Inquirer—2 campaigns
 Washington Post—2 campaigns
 San Antonio Express—2 campaigns
 Cleveland Plain Dealer
 San Francisco Chronicle
 Indianapolis News
 Houston Post

Nothing Succeeds Like Success

The high reputation of The Hollister Organization and the predominant position it holds in the newspaper world, has once again been clearly demonstrated by the fact that recently three Big Campaigns were being conducted at the same time, under the guidance of this organization.

The Three Papers Were:
 THE INDIANAPOLIS NEWS
 THE BALTIMORE AMERICAN
 THE WASHINGTON POST

Just Starting \$50,000 Atlanta (Ga.) Journal Campaign.

THE largest and most successful circulation organization in the United States is available to a few newspapers interested in an immediate increase in circulation.

The Hollister plan—a tried and proven method of securing thousands of new, paid-in-advance home subscriptions, the only permanent kind, in a sure, dignified, and profitable way—is endorsed by leading newspapers throughout the country and used by them time and time again.

This organization will be ready to start one more Big Campaign within the next few weeks!

Over fifteen years have been spent in developing the Hollister Organization and in perfecting the details of our campaigns, until they now please the most critical and conservative of publishers and are conducted without in the least disturbing the routine or personnel of the paper. Our own specialized men do all the work, and obtain results never before dreamed of by adding thousands and thousands of subscribers within a few weeks' time.

Remember, the thousands of new subscribers that the Hollister Organization can gain for you will be worth many thousands of dollars in prestige and advertising returns. A big increase in circulation soon pays for itself.

What Some of Our Clientele Say Regarding the Hollister Method

THE PHILADELPHIA INQUIRER—"Pronounced success. Two campaigns brought over 70,000 new paid subscribers. Results very satisfactory."—James Elverson, Jr., President & Publisher.

THE CLEVELAND PLAIN DEALER—"Hollister straight-forward and able in his work for us. Were I looking for quick results would consider Hollister's service very seriously."—George M. Rogers.

THE HOUSTON POST—"Results in every particular exceeded our expectations. Absolutely satisfactory to us in every way."—Roy G. Watson, President and Publisher.

THE LOS ANGELES TIMES—"Have promoted three successful campaigns for The Times. Each successive campaign brought more than preceding one. Conducted in highly satisfactory manner."—Harry Chandler, Publisher.

THE SAN FRANCISCO CHRONICLE—"Well pleased with results of Prize Campaign for us. Reports show conclusively that campaign was conducted in thoroughly efficient manner."—M. H. DeYoung, Publisher.

THE SAN ANTONIO EXPRESS—"Was a success from the start. Your work highly satisfactory to us. Second contest also very successful in every way."—F. G. Huntress, Jr., President & General Manager.

THE INDIANAPOLIS NEWS—"Sincerely appreciate splendid work done here and the manner in which you co-operated with us. We show actual gain of 4,047 Marion county, 2,705 trading territory, 3,357 country,—a total of 10,109. Proud of results obtained."—John M. Schmid, Manager of Circulation.

THE WASHINGTON POST—"Wish to compliment you and your organization on the manner you conducted campaign for The Post. Nothing but praise for your organization."—A. D. Marks, General Manager.

THE BIRMINGHAM AGE-HERALD—"Methods used by Hollister organization excellent. 6,468 new subscribers added. You accomplished more than we expected."—E. W. Barrett, Editor & Publisher.

Make 1923 notable on your newspaper by a big paid-in-advance circulation gain! Get the best results by securing the services of the finest and largest circulation organization in the United States—an organization that has built up a truly great prestige and reputation by solving the circulation

problems of many of the nation's greatest newspapers. Any publisher at all interested is urged to get in touch with us immediately. Until February 25 we can be reached at The Washington Post; after that date our advertisements in Editor & Publisher will furnish a guide to our current campaigns.

HOLLISTER'S

Circulation Organization

300 Merritt Building Los Angeles, Cal.

The ITALIAN MARKET in AMERICA

ACCORDING TO THE CENSUS OF 1920 the total Italian population in the United States numbers 3,365,000.

IN NEW YORK CITY ALONE THERE ARE more than 800,000 Italian speaking, Italian reading people; a population larger than that of Rome.

GAIN THE CONFIDENCE OF THE ITALIAN people by talking to them in their own language.

THE ITALIANS ARE THRIFTY AND INDUSTRIOUS and prospective buyers of your product if you will tell them about it in words and pictures that they understand.

THEY CONSTITUTE A HOMOGENEOUS market easy to reach, easy to exploit and easy to hold, if you will employ the logical and natural means.

USE THE CORRIERE D'AMERICA TO AMERICANIZE this great Italian populace and tell them about what you have to sell.

THE CORRIERE D'AMERICA IS THE ILLUSTRATED Italian Daily which reaches the Italian home and is read by the whole family.

EDITED BY LUIGI BARZINI, THE FAMOUS Italian journalist, the CORRIERE D'AMERICA has been conceived to achieve the widest circulation among our Italian compatriots.

THE CORRIERE D'AMERICA IS PRINTED in the convenient and popular tabloid form, profusely illustrated with the latest news pictures.

GIVE A SERIOUS THOUGHT TO EXPLOITING this great Italian market within our gates. Consider its tremendous buying power, of which you can take advantage only if you employ the natural medium: *The Italian Newspaper*.

Advertise in the
Illustrated Italian Daily

24 pages daily. 40 pages Sundays, including 8-page Rotogravure Section.

CORRIERE D'AMERICA

309 LAFAYETTE ST., NEW YORK

TELEPHONE SPRING 4372

PRESS GALLERY—U. S. SENATE—(Continued from page 140)

| NAME | PAPER REPRESENTED | OFFICE |
|------------------------|---|-----------------------|
| Talley, Robert | Memphis Press, Houston Press, Oklahoma News, Birmingham Post, Dallas Dispatch | 1322 New York ave. |
| Taylor, Aubrey | Washington Post | Post Bldg. |
| Taylor, Frank J. | Scripps Newspaper Alliance | 1322 New York ave. |
| Thistlethwaite, Mark | Indianapolis News | 33 Wyatt Bldg. |
| Thurston, Elliott | New York World | 20-22 Wyatt Bldg. |
| Tighe, M. F. | Universal Service | 628 Bond Bldg. |
| Tiller, Theodore | Atlanta Journal, Buffalo Express, New York Evening Telegram | 623 Albee Bldg. |
| Timmons, Bascom N. | Fort Worth Record, Milwaukee Sentinel, Houston Chronicle, Tulsa World | 44 Post Bldg. |
| Torbett, George Pierce | Superior Telegram, La Democracia (San Juan, P. R.) | P. O. Box 1541. |
| Travia, Edmunds | Austin Statesman | The Ebbitt. |
| Tucker, Glenn I. | St. Louis Post Dispatch | 20-22 Wyatt Bldg. |
| Underwood, John J. | Seattle Times | 923 Colorado Bldg. |
| Vernon, Leroy T. | Chicago Daily News | 51 Home Life Bldg. |
| Walker, Herbert W. | United Press Associations | 1322 New York ave. |
| Watkins, Everett C. | Indianapolis Star | 45 Post Bldg. |
| Weir, Paul | Reuter's (Ltd.), London | 204 Star Bldg. |
| West, James L. | Associated Press | Star Bldg. |
| Wheaton, W. W. | C. V. Newspaper Service | 1731 L st. |
| Whitehead, Frank Insko | Washington Post | 28 Post Bldg. |
| Whitehill, Clayton | United News | 1322 New York ave. |
| Whiting, Edward E. | Boston Herald | 93 Home Life Bldg. |
| Wilcox, Grafton S. | Chicago Tribune | 42 Wyatt Bldg. |
| Wile, Frederic William | Japan Advertiser (Tokyo, Japan) | 619 Bond Bldg. |
| Williams, James L. | Associated Press | Star Bldg. |
| Williamson, S. T. | New York Times | 717 Albee Bldg. |
| Wisner, G. Franklin | Baltimore American, Baltimore Evening News | 439 Munsey Bldg. |
| Wood, Lewis | Columbia Record | 716 Albee Bldg. |
| Wooton, Paul | New Orleans Times-Picayune | 610-11 Colorado Bldg. |
| Wright, James L. | Cleveland Plain Dealer, Tacoma News Tribune | 38 Post Bldg. |
| Young, J. Russell | Washington Evening Star | Star Bldg. |

Superintendent House Press Gallery—W. J. Donaldson, Main 1246.
Superintendent Senate Press Gallery—James D. Preston, Main 99.

STANDING COMMITTEE OF CORRESPONDENTS

ROBERT BARRY, Chairman.

Charles S. Albert. Gul J. Karger.
Roy A. Roberts. Arthur S. Henning, Secretary.

NEW YORK CITY CORRESPONDENTS OF OUT-OF-TOWN NEWSPAPERS

| | |
|--|--|
| Baltimore American—Charles H. George, Sun-Herald Building. | New Orleans Times-Picayune—Marion J. Pike, Sun-Herald Building. |
| Boston Globe—A. M. Kemp, 1106 World Building. | Paris Tribune—Paul Williams, Times Annex Building. |
| Buenos Aires La Nacion—W. W. Davies, 51 Chambers street. | Philadelphia Inquirer—Robert P. Lowry, Sun-Herald Building. |
| Cincinnati Times Star—J. M. Allison, Hotel Martinique. | Philadelphia Public Ledger—Daniel F. Cleary, Sun-Herald Building. |
| Chicago Tribune—Perley H. Boone, Times Annex Building. | Philadelphia Record—B. S. Kearns, 1128 World Building. |
| Chicago Daily News—George C. Briggs, 404 Park Row Building. | Pittsburgh Dispatch—Timothy Sullivan, Sun-Herald Building. |
| Cleveland Plain Dealer—L. S. Horne, Jr., Times Annex Building. | St. Louis Globe-Democrat—Times Annex Building. |
| Detroit News—Percy Montieth, 408 Park Row Building. | St. Louis Post Dispatch—E. L. Mockler, New York World editorial rooms. |
| Milwaukee Sentinel—Frederic Bensinger, Times Annex Building. | Washington Post—Timothy Sullivan, Sun-Herald Building. |
| Milwaukee Journal—Philip Stitt, 1107 World Building. | |

DAILY NEWSPAPER CONSOLIDATIONS

| UNITED STATES | KIRKSVILLE (Mo.) Daily Express and Daily News |
|--|--|
| Bradentown (Fla.) Herald and Journal. | Leesburg (Ind.) Journal purchased and absorbed by Warsaw Daily Union. |
| Breckenridge (Tex.) Democrat purchased and absorbed by Daily American. | Leslie's Weekly and Judge, both of New York. |
| Bremerton (Wash.) Daily News and Evening Headlight—renamed Daily Searchlight. | Loveland (Colo.) Reporter and Herald. |
| Carthage (N. Y.) Republican absorbed Tribune. | Nekoosa (Wis.) Tribune absorbed by Wisconsin Rapids Daily Tribune. |
| Cedar Rapids (Ia.) Morning Republican and Evening Times. | New York Bollettino della Sera—with Il Popolo under name of Il Popolo. |
| Detroit Journal—absorbed by Detroit News. | Norristown (Pa.) Times—absorbed by Daily Herald. |
| Duncan (Okla.) Daily Banner and Daily Eagle. | Morristown (Tenn.) Evening Mail—merged with Daily Gazette. |
| El Centro (Cal.) Imperial Valley Press and Progress. | Oakland (Cal.) Post and Enquirer. |
| Erie (Pa.) Morning Dispatch and Evening Herald as Herald-Dispatch. | Ponca City (Okla.) Daily News—merged with Tribune, under title of Tribune. |
| Greenfield (O.) Independent—absorbed by Republican. | Utica (N. Y.) Observer and Herald-Dispatch—as Observer-Dispatch. |
| Hudson (Mass.) Daily Sun—combined with Concord-Maynard-Sudbury-Acton-Bedford Enterprise. | Vallejo (Cal.) Times and Herald. |
| Huntington (Pa.) Evening Journal consolidated with Daily News. | Waterbury (Conn.) American and Waterbury Republican. |
| | Zanesville (O.) Evening Dispatch—absorbed by Signal. |

ANNIVERSARIES, CELEBRATIONS, ETC.

Dodge City (Kan.) Globe—50th anniversary founding.
Gloversville (N. Y.) Morning Herald—25 years old.
Hutchinson (Kan.) News—50th birthday.
Lebanon (Pa.) Daily News—50th birthday.
Lewiston (Me.) Journal—diamond jubilee.
Mobile (Ala.) Register—100th birthday.

New Orleans Times-Picayune—85th birthday.
Newton Kansas—50th anniversary.
New York Press Club—50th anniversary of founding.
Passaic (N. J.) Daily Herald—50th anniversary of founding.
Philadelphia Evening Bulletin—diamond jubilee.
Portland (Ore.) Journal—20th birthday.
Sandusky (O.) Register—100th birthday.
Shasta (Cal.) Courier—70 years old.
Shreveport (La.) Times—50th anniversary of founding.
South Bend (Ind.) Tribune—50th birthday.
University of Wisconsin Daily Cardinal—30th birthday.
Wichita (Kan.) Eagle—50 years old.

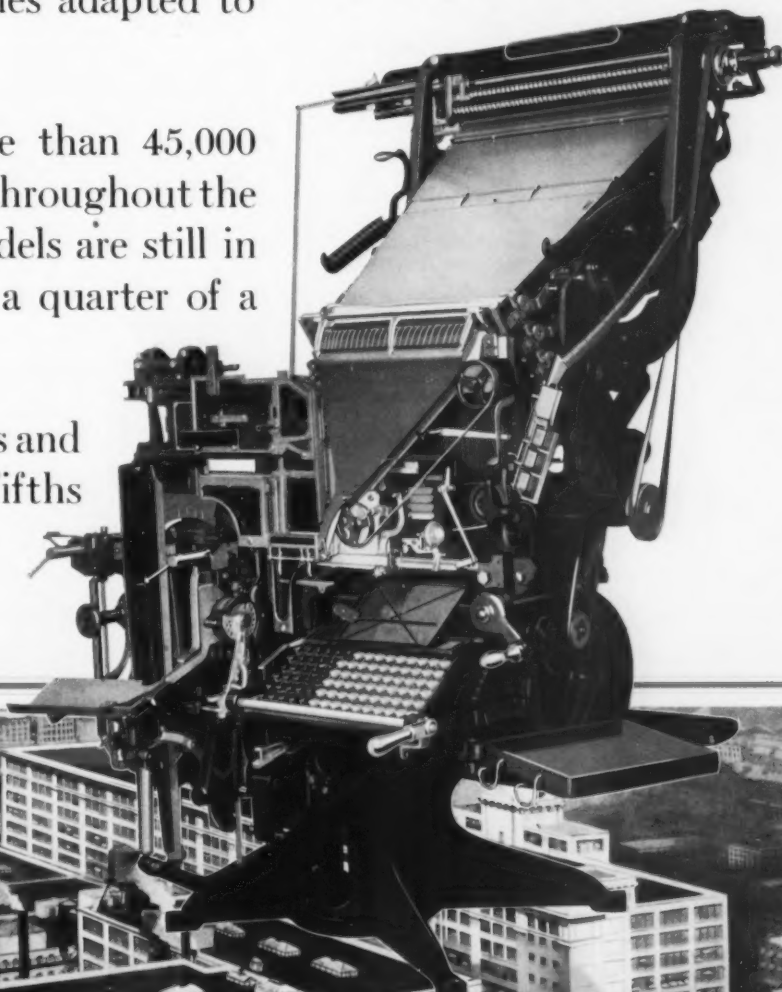
BACK OF YOUR LINOTYPE

Leadership. From the earliest model of the Linotype to the present quick-change, multiple-magazine Text and Display Linotype, its development has always anticipated the demands of the printing industry for composing machines adapted to the highest ideals of the art.

Performance. Of the more than 45,000 Linotypes built and distributed throughout the world, some of the original models are still in successful use after more than a quarter of a century's active service.

Service. Linotype sales-offices and supply warehouses serve four-fifths of the printers and publishers throughout the world.

TRADE MARK LINOTYPE MARK



CHARACTER

THE Something called Character is not achieved overnight or created at will. It is a structure founded and maintained by performance. No way has ever been invented to hurry it, but when it is attained it makes past achievement an enduring part of Today and a guarantor for Tomorrow. Thus no modern printer would install a Blower Machine—the First Linotype—in his shop today. But that first machine would today give service, because the purpose behind it was to make something of lasting usefulness. Each Linotype improvement has been born of the same purpose—maximum benefit to the user.

Linotype Character has thus marked Linotype Leadership.

The tale of Character is told by all of the Linotype Company's productions—

The Circulating Matrix

The Slug (Complete Line of Type)

The Spaceband

The Power-Driven Keyboard

The Two-Letter Matrix

The Quick-Change Magazine

The Auxiliary Magazine

The Split Magazine

The Front Removal of Magazines

The Multiple-Magazine Machine

The Seventy-two Channel Magazine

The Display Machine

The Text-and-Display Machine

The Multiple Distributor

The Two-Pitch Distributor Screws

The Universal Mold

The Four-Mold Disk

The Recessed Mold

The Automatic Font-Distinguisher

The Universal Knife Block

The Universal Ejector

Linotype-Typography

The Sorts-Stacker and Multiple Sorts-Stacker

The Forty-two-Pica Measure Machine (1897)



MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

Canadian Linotype Limited, Toronto



KICK the Question out of Your St. Louis Sales Problems.

A loose-leaf binder of "Information About St. Louis" will be sent free, while the supply lasts, to anyone earnestly considering developing the St. Louis Market.

Get the Facts!

Priceless information, gathered by an organization of experienced merchandise men who know St. Louis jobbers and retailers through years of intimate contact, is available to seriously interested institutions which put their problems before the Merchandising Service Department of the St. Louis Post-Dispatch.

Conference or correspondence with this department of the Post-Dispatch will eliminate weeks or months of expensive preliminary experiments.

SUNDAY CIRCULATION

426,387

Average for December, 1922

A Gain of 92,169

Over December, 1921

DAILY CIRCULATION

187,003

Average for December, 1922

A Gain of 18,184

Over December, 1921

The Greatest Year for St. Louis' One Big Newspaper

During 1922 the Post-Dispatch broke every previous high record in the entire history of St. Louis journalism, by printing a Greater Volume of News and Features, by establishing a new high St. Louis Circulation Average, and by carrying the largest volume of Paid Advertising ever before concentrated in any newspaper in St. Louis.

A New High Record in News and Features

The Post-Dispatch Daily and Sunday, during 1922, printed 47,264 columns of News and High-class Features, which established a new and hitherto unapproached standard of newspaper service to readers in the territory covered by The Post-Dispatch—exceeding any other St. Louis newspaper—morning or evening, Daily or Sunday—by hundreds of columns.

A New High Record in Paid Circulation

In both Daily and Sunday Circulation the Post-Dispatch soared far above its best previous high yearly average. The City Circulation of the Daily Post-Dispatch alone approximately equals that of the morning and one other evening newspaper combined, and is approximately 40,000 more than both other evening newspapers combined. The Circulation of the Sunday Post-Dispatch alone exceeds both other St. Louis Sunday Newspapers combined by 45,000.

A New High Record in Paid Advertising

19,881,120 Lines

The Post-Dispatch exceeded the second seven day newspaper by 7,608,720 lines and the third by 11,094,420 lines of Paid Advertising. The Post-Dispatch is the only St. Louis newspaper to show consecutive gains in 1920, 1921, and 1922. The second newspaper—the Globe-Democrat—failed to reach its 1920 record by 1,215,300 lines.

Advertisers Profit by Concentration in the

ST. LOUIS POST-DISPATCH

Eastern Advertising Office
NEW YORK
World Building

Western Advertising Office
CHICAGO
Mallers Building

St. Louis is an Eastern Newspaper Town and the Post-Dispatch is the Newspaper

BRITISH SECTION

HERBERT C. RIDOUT
London Editor

10, Radcliffe Road Winchmore Hill, N. 21

NORMAL BRITISH-AMERICAN EXCHANGE

| | |
|-------------------------|------------|
| [British] | [American] |
| One Guinea equals | \$5.04 |
| One Pound (£) equals | 4.885 |
| One Shilling (s) equals | .24 |
| One Penny (d) equals | .02 |

BRITISH NEWSPAPERS' CIRCULATIONS AND ADVERTISING RATES

BY courtesy of Messrs. G. Street & Co., Ltd., 30 Cornhill, London, E. C. 3, England, one of the leading Advertising Agencies in Great Britain, EDITOR & PUBLISHER is enabled to publish exclusively in the American trade press this list of 1,100 British newspapers, taken from Messrs. Street & Co.'s publication, The Advertisers' Aid.

For purposes of simplification, the tables given in the original Advertisers' Aid have been reduced to a minimum, the omissions being the series rates of 6, 13 and 52 insertions, details as to whether stereos or matrices are preferred, and remarks as to localized editions.

The list will be found of extreme value at this time in view of the increasing interest taken by American manufacturers in the British market, and will permit the ready compilation of preliminary programmes of advertising based on cost, space, the localities it is desired to cover and the industries in those territories. Messrs. G. Street & Co., Ltd., who retain the Copyright of this List in U. S. A., request EDITOR & PUBLISHER to state that readers desiring the fuller information contained in the Advertisers' Aid, can obtain it quarterly for the subscription price of \$1.50 per annum, it being brought up-to-date with each quarterly issue.

To reduce the rates in this list to the American standard of agate lines it is only necessary to remember that 14 agate lines equal one inch.

EXPLANATORY REMARKS

Population is shown in brackets following the names of cities; figures following indicate local industries the key table to which will be found on this page. All circulation figures quoted are publishers' claims. DM, indicates daily morning; DE, daily evening; W, weekly; 2W, twice a week; etc. The price given is per issue. Under page sizes the first figure indicates the number of columns per page; the second, column width; the third, column depth. Letter V means size varies. Unless otherwise stated, the first column under Inch Rate indicates price for one time and the second figure is the 26-time insertion rate.

(Copyrighted in the United States and Great Britain by G. Street & Co., Ltd.)
(Copyrighted in the United States by the Editor & Publisher Company.)

KEY TO LOCAL INDUSTRIES

| | |
|----------------------------------|-----------------------------------|
| 1—Agriculture | 39—Linen Manufacture |
| 2—Boot and Shoe Manufacture | 40—Iron Works |
| 3—Brick and Tile Works | 41—Brewing |
| 4—Coal Mining | 42—Carpet Manufacture |
| 5—Cycle Manufacture | 43—Cloth and Clothing Manufacture |
| 6—Distilleries | 44—Saw Mills |
| 7—Engineering Works | 45—Slate Quarries |
| 8—Fruit Growing | 46—Clay Mining |
| 9—Scap Works | 47—Sugar Refineries |
| 10—Tin Mining | 48—Military Centre |
| 11—Confectionery Works | 49—Shipbuilding and Repairing |
| 12—Paper Mills | 50—Tobacco Manufacture |
| 13—Milling | 51—Seaside or Inland Resort |
| 14—Malting | 52—Cotton Weaving and Spinning |
| 15—Glass Works | 53—Stone Quarries |
| 16—Hat Making | 54—Small Arms Manufacture |
| 17—Jute Trade | 55—General Factories |
| 18—Wire Works | 56—Motor Car Works |
| 19—Steel Works | 57—Rubber Works |
| 20—Naval Centre | 58—Leather Works |
| 21—Railway Workshops | 59—Timber Works |
| 22—Fisheries | 60—Chair Making |
| 23—Electrical Works | 61—Textile Manufacture |
| 24—Biscuit Works | 62—Lime and Limestone Works |
| 25—Calico Bleaching and Printing | 63—Furniture Making |
| 26—Bottle Making | 64—Lace Manufactures |
| 27—Oil and Coal Tar Works | 65—Pottery Works |
| 28—Hosiery Factories | 66—Cement Works |
| 29—Granite Working | 67—Lead Works |
| 30—Woolens | 68—Aeroplane Works |
| 31—Tinplate Works | 69—Chemical Works |
| 32—Printing Works | 70—Hardware Manufacture |
| 33—Rope Works | 71—Residential District |
| 34—Needle Manufacture | 73—Oil and Cake Mills |
| 35—Mining (General) | 74—Machinery Manufacture |
| 36—Market Gardening | 75—Dairy Farming |
| 37—Silk Spinning and Weaving | 76—Docks and Dockyards |
| 38—Salt Works | 77—Dye Works |

LONDON (Greater London 7,476,168 at 1921 Census)

| | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---------------------------|-----------------|--------|---------|------------|-----------|
| Dailies | | | | | |
| Daily Chronicle | DM | 1d. | 6 2½ 19 | 70/- | |
| Daily Express | 850,000nsg(p) | DM | 1d. | 7 2½ 22 | 65/- |
| Daily Graphic | DM | 1d. | 4 2½ 14 | 35/- | |
| Daily Herald | DM | 1d. | 5 2½ 18 | 20/- | |
| Daily Mail | 1,817,947nsg | DM | 1d. | 7 2½ 22 | 120/- |
| Daily Mirror | 1,024,869nsg | DM | 1d. | 4 2½ 13½ | page £280 |
| Daily News | 635,934nsg | DM | 1d. | 7 2½ 22 | 40/- |
| Daily Sketch | 835,486nsg(p) | DM | 1d. | 5 2½ 13½ | col. £50 |
| Daily Telegraph | DM | 1½d. | 7 2½ 25 | 40/- | |
| Evening News | 894,558nsg | DE | 1d. | 7 2½ 22 | 70/- |
| Evening Standard | 438,905nsg(p) | DE | 1d. | 5 2½ 16½ | col. £50 |
| Morning Advertiser | DM | 2d. | 4 2½ 16 | 17/6 | 14/6 |
| Morning Post | DM | 2d. | 8 2½ 24 | 35/- | |
| Pall Mall & Globe | DE | 1d. | 5 2½ 18 | 30/- | |
| Star | 677,299nsg | DE | 1d. | 5 2½ 15½ | 45/- |
| Times | 178,000nsg | DM | 1½d. | 7 2½ 22½ | 65/- |
| Westminster Gazette | 251,091nsg | DM | 1d. | 7 2½ 22 | 30/- |
| Sunday Papers | | | | | |
| Illustrated Sunday Herald | 1,047,712nsg(p) | W | 2d. | 5 2½ 13½ | col. £120 |
| Lloyd's Sunday News | W | 2d. | 6 2½ 19 | £6 | |
| News of the World | +3,000,000nsg | W | 2d. | 7 2½ 22 | 230/- |
| Observer | 170,732nsg | W | 2d. | 7 2½ 22 | 50/- |
| People | W | 2d. | 6 2½ 18 | 60/- | |
| Referee | W | 2d. | 6 2½ 19 | 21/- | |

| | Circulation | Issued | Price | Page Sizes | Inch Rate |
|-------------------------------------|---------------|--------|----------|------------|------------|
| Reynolds's Newspaper | | | | | |
| Sunday Express | 397,427nsg | W | 2d. | 8 2½ 25 | 50/- |
| Sunday Illustrated | 319,877nsg | W | 2d. | 4 2½ 14 | 30/- |
| Sunday Pictorial | 2,362,769nsg | W | 2d. | 4 2½ 13½ | col. £250 |
| Sunday Times | W | 2d. | 7 2½ 22 | 50/- | |
| Weekly Dispatch | 866,515nsg | W | 2d. | 7 2½ 22 | 70/- |
| National Weeklies | | | | | |
| Answers | 453,282nsg | W | 2d. | 4 2 11 | page £100 |
| Bystander | W | 1/- | 3 2 10 | 40/- 36/- | |
| Graphic | W | 1/- | 4 2½ 14 | 30/- 25/- | |
| Ideas | 192,148nsg(p) | W | 2d. | 3 2½ 10½ | 32/6 |
| Illustrated London News | W | 1/- | 4 2½ 14 | 25/- | |
| Illustr. Sporting and Dramatic News | W | 1/- | 4 2½ 14 | 12/6 11/3 | |
| John Bull | 796,208nsg | W | 2d. | 4 2 11 | 105/- |
| London Mail | 85,298nsg | W | 2d. | 4 1½ 10 | 25/- 23/1½ |
| London Opinion | W | 2d. | 4 1½ 10 | 27/6 | |
| Passing Show | 70,457nsg | W | 2d. | 4 1½ 10 | 27/6 25/5 |
| Pearson's Weekly | W | 2d. | 4 1½ 11 | 36/- | |
| Punch | 100,000nsg(p) | W | 6d. | 4 1½ 10½ | 82/- 75/10 |
| Sketch | W | 1/- | 4 2 11 | 27/6 23/- | |
| Spectator | 18,763nsg | W | 6d. | 2 3½ 11 | 15/3 13/9 |
| Sphere, The | W | 1/- | 4 2½ 14 | 30/- 25/- | |
| Tatler, The | W | 1/- | 4 2 11 | 32/- 27/6 | |
| Tit-Bits | nsg | W | 2d. | 4 2 10½ | col. £30 |
| Truth | W | 9d. | 2 3½ 11 | 25/- 21/3 | |
| World Telegraph | W | 2d. | 4 2½ 11½ | 20/- | |
| World's Pictorial News | 276,786nsg(p) | W | 2d. | 5 2½ 13½ | 30/- |
| Suburban W | | | | | |
| Acton Gazette and Express | 5,588nsg | W | 1d. | 8 2½ 21½ | 3/6 2/6 |
| Chiswick Times | W | 1½d. | 6 2½ 23 | 3/- 1/9 | |
| Ealing Gazette (Series) | W | 2d. | 8 2½ 23 | 4/- 3/- | |
| Kensington News | W | 2d. | 7 2½ 20½ | 5/- 4/- | |
| Middlesex County Times | 9,632nsg | W | 2d. | 8 2½ 24½ | 4/- 3/- |
| Paddington Indicator | 5W | 1d. | 8 2½ 21 | 4/- 2/- | |
| Paddington Mercury & W. Ldn. Star | W | 1d. | 7 2½ 20½ | 1/6 1/- | |
| Paddington News | W | 1d. | 5 2½ 18 | 2/6 2/- | |
| West London Observer | W | 2d. | 7 2½ 21 | 5/- 2/9 | |
| N.W. | | | | | |
| Hampstead & S. John's Wood Adv'r | 3,550nsg(p) | W | 1d. | 6 2½ 18 | 2/6 1/6 |
| Hampstead and Highgate Express | W | 2d. | 7 2½ 21½ | 5/- 2/- | |
| Hampstead and Highgate Record | W | 1d. | 5 2½ 18 | 2/6 2/- | |
| Kilburn Times | W | 2d. | 8 2½ 22 | 2/6 1/6 | |
| Marylebone Chronicle | W | 1d. | 5 2½ 18 | 2/6 2/- | |
| Marylebone Mercury & W. Ldn. Gaz. | W | 1d. | 7 2½ 20½ | 2/- | |
| Willesden Chronicle | W | 2d. | 8 2½ 22 | 3/- 2/- | |
| Willesden Citizen and Suburban Star | W | 1d. | 7 2½ 20½ | 1/6 1/- | |
| North. | | | | | |
| Bowes Park Weekly News | W | 1d. | 4 2½ 16 | 2/6 2/- | |
| Finchley Press | W | 1½d. | 6 2½ 21½ | 3/- 1/9 | |
| Finsbury Weekly News | W | 1d. | 5 2½ 18 | 2/6 1/6 | |
| Daily Gazette (Islington) | DM | 1d. | 7 2½ 22 | 7/6 6/- | |
| Helborn Guardian | W | 1d. | 5 2½ 18 | 2/- 1/6 | |
| Holloway Press | W | 1d. | 5 2½ 18 | 3/- 1/3 | |
| Hornsey Journal | W | 2d. | 5 2 16½ | 5/- 3/6 | |
| Islington Guardian | W | 1d. | 5 2½ 18 | 2/6 2/- | |
| London Courier (Series) | W | 1d. | 6 2½ 20½ | 5/- 1/9 | |
| Muswell Hill Record | 3,298nsg | W | 1½d. | 6 2½ 18 | 3/6 2/- |
| North Middlesex Chronicle | W | 1d. | V 2½ 22 | 2/6 1/9 | |
| St. Pancras Chronicle | W | 2d. | 5 2½ 18 | 5/- 4/- | |
| St. Pancras Gazette | W | 1d. | 6 2 17½ | 3/6 1/6 | |
| Tottenham and Edmonston Herald | 18,643nsg | W | 2d. | 8 2½ 23 | 4/- 2/9 |
| Wood Green Sentinel | W | 1d. | 9 2½ 23½ | 4/- | |
| Wood Green and Southgate Herald | 6,519nsg | W | 1d. | 8 2½ 23 | 3/- 1/9 |
| Northeast. | | | | | |
| Hackney & Kingsland Gazette | 54,435nsg pw | 3W | 1d. | 8 2½ 23 | 5/- 2/6 |
| Hackney Spectator | 2W | 1d. | 6 2½ 21 | 2/- 1/3 | |
| Walthamstow Guardian | W | 2d. | 8 2½ 24 | 5/- 4/- | |
| Woodford Times | W | 2d. | 7 2 20½ | 1/6 10d. | |
| East. | | | | | |
| Barking, East Ham, -c., Advertiser | W | 1d. | 8 2½ 25 | 2/6 2/- | |
| Bethnal Green News | W | 1d. | 6 2½ 20 | 2/6 2/- | |
| East End News | 2W | 1d. | 7 2½ 19 | 2/6 1/3 | |
| East Ham Recorder | W | 1d. | 7 2½ 24 | 2/6 1/6 | |
| East London Advertiser | W | 1d. | 8 2½ 22 | 5/- 2/6 | |
| East London Observer | W | 1d. | 8 2½ 21 | 5/- 2/6 | |
| East London Post | W | 1d. | 6 2½ 20 | 2/6 2/- | |
| Eastern Mercury | W | 1d. | 6 2½ 22 | 5/- 3/- | |
| Leytonstone Express & Ind. (Series) | W | 1½d. | 8 2½ 25 | 5/- 3/- | |
| South Essex Mail (Series) | W | 1d. | 7 2½ V | 4/- 3/- | |
| Stratford Express & W. Ham. Exp. | 2W | 1d. | 8 2½ 24 | 6/- 4/6 | |
| Southeast. | | | | | |
| Kentish Independent | W | 2d. | 7 2½ 24½ | 5/- 2/6 | |
| Kentish Mercury | 29,398nsg | W | 2d. | 7 2½ 22 | 10/- 8/- |
| Lewisham Borough News | W | 1d. | 7 2½ 23 | 3/- 2/3 | |
| Lewisham Journal | W | 2d. | 7 2½ 23 | 3/- 2/3 | |
| Norwood Press | W | 1d. | 6 2½ 18 | 3/- 2/- | |
| Norwood Weekly Herald | W | ½d. | 7 2½ 20½ | 3/- 1/6 | |
| Penge and Anerley Press | W | ½d. | 6 2½ 20 | 3/- | |
| South Eastern Herald (Series) | W | 1d. | 7 2½ 22 | 5/- 3/- | |
| South London Observer | 2W | 1½d. | 6 2½ 20½ | 3/- | |
| Southwark and Bermondsey Recorder | W | 2d. | 7 2½ 20½ | 5/9 3/- | |
| Streatham, Norwood, &c., News (Sa.) | W | 2d. | 7 2½ 22 | 6/- 5/- | |
| Sydenham, Forest Hill & Penge Gaz. | W | 2d. | 7 2½ 23 | 3/- 2/3 | |
| Woolwich Gazette & Plumstead News | W | 1d. | 7 2½ 24½ | 4/- 2/- | |
| Southeast and Southwest. | | | | | |
| South London Press | W | 2d. | 7 2½ 20 | 6/- 4/6 | |
| Southwest. | | | | | |
| Balham, Tooting, &c., News & Merc. | W | 1d. | 7 2½ 22 | 3/- 2/- | |
| Bayswater Chronicle | W | 1½d. | 6 2½ 20½ | 2/- 1/8½ | |
| Brixton Free Press | W | 2d. | 7 2½ 20½ | 3/6 3/- | |
| Clapham Observer | W | 2d. | 7 2½ 22 | 4/- 2/6 | |

TO AMERICAN ADVERTISERS!

We have had actual experience in advertising American goods to the British Public.



CAN WE HELP YOU?

Street's are handling in Great Britain several considerable advertising campaigns for American propositions, with the success that only a wide knowledge of advertising in all its branches and a thorough understanding of conditions can bring about.

Street's are experts in media. They know the British and Overseas Press from A to Z. They can estimate to a degree of certainty the value of every great National Organ and every large and small local, in relation to the proposition in hand. They possess records of results from keyed advertisements which are of the greatest possible value.

Street's conduct campaigns from beginning to end. Media are selected and grouped, costs accurately estimated, insertions checked, claims made for errors, etc.

Street's "copy" department is thoroughly well organized on up-to-date lines and is regularly producing some of the best advertising in Great Britain.

Street's Service has accounted in no small measure for the prosperity of some of Britain's big advertisers, amongst whom are included Ronuk Floor & Furniture Polishes, Robinson's "Patent" Barley and "Patent" Groats, Price's Candles, Burgoyne's Wines, Royal Mail Steam Packet Co., Lloyds Bank Ltd., Pitman's Schools, Eastman's Dye Works, Oxo, Van Houten's Cocoa, and many others.

Street's are prepared to submit a scheme for the marketing of any American product in the British Isles, without obligation on the part of any serious enquirer. Write at once to

GET A COPY of the "Advertisers' Aid"

A valuable publication giving a mass of information and technical details regarding the newspapers of the British Isles—Populations, Circulations, Rates, Column Lengths and Widths, Local Industries.

Included are the guaranteed NET SALES of a great many publications, a very valuable feature as it enables American Advertisers, from a distance, to compare advertising costs with relation to given circulations.

Thoroughly checked and brought up to date every three months. Issued quarterly. Costs 50 cents. Enables American Advertisers to work out a skeleton campaign for England.

**Then Write to
STREETS of LONDON**

and they will help you to put the scheme into practical working order.

G. STREET & CO., Ltd.

"STREETS OF LONDON"

30 Cornhill
E. C. 3

LONDON
ENGLAND

8 Serle St.
W. C. 2

Cablegrams STREET, STOCK, LONDON

BRITISH NEWSPAPERS—(Continued from page 146)

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Section: ENGLAND.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Section: ENGLAND—PROVINCIAL. Sub-section: BEDFORDSHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: BERKSHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: BUCKINGHAMSHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: CAMBRIDGESHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: CHESHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: CORNWALL—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: CUMBERLAND—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: DERBYSHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: DEVONSHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: DORSETSHIRE—.

Table with columns: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Sub-section: DURHAM—.

The  **Times**

(LONDON)

begs to inform its many advertising clients in the
United States that it has
appointed

G. LOGAN PAYNE CO.

and

PAYNE, BURNS & SMITH,
INC.

in conjunction with

MR. CORNELIUS VANDERBILT, JR.

Sole Advertising Representatives
for the U. S. A.

BRITISH NEWSPAPERS—(Continued from page 148)

Shake Hands with Ulster through the pages of the

Belfast Telegraph

"A progressive daily in a prosperous State"

The biggest factor in the success of any Irish Publicity scheme is the "Belfast Telegraph"—"The Key that unlocks the money chests of Ulster."

No National Campaign is complete without it; for thanks to its continuous enterprise for more than half a century this "live" Irish daily now wields a greater influence than any other newspaper published in "John Bull's other Island." It is an undisputed fact that in the prosperous North—

Everybody Reads the "Telegraph"

Book to London and Ulster in 1924

Apply for rates and Circulation Map to The Advertisement Manager, 124 Royal Avenue, Belfast and 40-43 Fleet Street, London E. C. 4.

THE ADVERTISEMENT MANAGER

124 Royal Avenue, Belfast and 40-43 Fleet St., London, E. C. 4

GROWTH

3 YEARS' PROGRESS

Semi-Annual Circulation Statements

A great newspaper developing rapidly to cover South Jersey.

| | |
|----------------|--------|
| Sept. 30, 1919 | 11,234 |
| Mar. 31, 1920 | 12,961 |
| Sept. 30, 1920 | 13,332 |
| Mar. 31, 1921 | 16,499 |
| Sept. 30, 1921 | 18,550 |
| Mar. 31, 1922 | 21,293 |
| Sept. 30, 1922 | 22,129 |

Circulation January 1 to 15, over **24,000**

Largest Circulation in South Jersey Guaranteed

Home delivery in 140 towns in 30-mile radius 7 out of 10 homes in Camden take the Courier

Camden Daily Courier

A. B. C. Member Camden, N. J.

National Representatives, Chas. H. Eddy Co.

Fifth Ave. Bldg., New York Peoples Gas Bldg., Chicago Old South Bldg., Boston

ENGLAND

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---|-------------|--------|---------|------------|-----------|
| Consett (12,151) 40-4 | | W | 1½d. | 6 2¼ 21¼ | 2/6 1/- |
| Consett Chronicle | | W | 2d. | 6 2¼ 25 | 6/- 4/- |
| Consett Guardian | | W | | | |
| Darlington (65,866) 7-21-35 | | | | | |
| Darlington & Stockton Times (Series) | 25,927nsg | W | 2d. | V 2¼ 24 | 7/- 4/6 |
| North Star | | DM | 1d. | 7 2¼ 22 | 12/- 18/- |
| Northern Echo | 76,006nsg | DM | 1d. | 7 2¼ 22½ | 20/- 15/- |
| Northern Evening Despatch | | DE | 1d. | 7 2¼ 22½ | 10/6 7/6 |
| Durham (17,329) 4-7-1 | | | | | |
| Durham Chronicle | | W | 2d. | 7 2¼ 21½ | 7/6 5/- |
| Durham County Advertiser | | W | 2d. | 7 2¼ 21½ | 7/6 5/- |
| West Hartlepool (90,000) 49-19-59 | | | | | |
| Northern Daily Mail | 16,977nsg | DE | 1d. | V 2¼ 22 | 2/6 .. |
| Shields (108,649) 7-49-4 | | | | | |
| Shields Daily Gazette | | DE | 1d. | V 2¼ 24 | 6/- 4/6 |
| Stockton (64,150) 40-49-7 | | | | | |
| Stockton Herald | | W | 1d. | 7 2¼ 24 | |
| Sunderland (160,000) 49-4-7 | | | | | |
| Daily Echo and Shipping Gazette | 43,865nsg | DE | 1d. | V 2¼ 22 | 5/- .. |
| ESSEX— | | | | | |
| Chelmsford (20,761) 7-1 | | | | | |
| The Essex Chronicle (Series) | | W | 1d. | V 2¼ 25 | 12/- 9/- |
| Essex Weekly News | 27,444nsg | W | 2d. | 8 2¼ 25 | 6/1 .. |
| Clacton (17,049) 51 | | | | | |
| Clacton Times (Series) | | W | 1d. | 7 2¼ 22½ | 5/- 2/6 |
| East Essex Advertiser | 3,360nsg | W | 1½d. | 8 2¼ 24 | 2/- 9d. |
| Colchester (43,377) 7-1-43 | | | | | |
| Colchester Gazette | | W | 1d. | 4 2¼ 20 | 3/6 1/9 |
| Essex County Standard | | W | 2d. | 8 2¼ 24 | 3/6 1/9 |
| Essex County Telegraph | | 2W | 2d. | 7 2¼ 20 | 4/- 2/6 |
| Epping (4,197) 1-36 | | | | | |
| West Essex Gazette | | W | 1d. | 4 2¼ 15½ | 2/6 1/6 |
| Grays (17,364) 76 | | | | | |
| Grays and Tilbury Gazette | | W | 1d. | V 2¼ 16 | 4/6 3/9 |
| Halstead (5,916) 37-40-58 | | | | | |
| Halstead and Colne Valley Gazette | 4,100nsg(p) | W | 2d. | 6 2¼ 22 | 2/6 1/2 |
| Harwich (13,036) 20-51-22 | | | | | |
| Harwich Standard | | W | ½d. | 6 2¼ 20½ | |
| Ilford (85,191) 71 | | | | | |
| Ilford Guardian | | W | 1d. | 6 2¼ 22 | |
| Ilford Recorder | | W | 1½d. | 7 2¼ 24 | 4/- 3/9 |
| Loughton (5,749) 91 | | | | | |
| Loughton and District Advertiser | | W | 1d. | 7 2¼ 22 | 2/6 1/6 |
| Romford (19,448) 71-36 | | | | | |
| Essex Times | | W | 1d. | 8 2¼ 24 | 4/6 3/3 |
| Romford Times | | W | 1d. | 8 2¼ 24 | 3/- 1/9 |
| Southend-on-Sea (106,021) 51-22-1 | | | | | |
| Southend Observer | | W | 1d. | 8 2¼ 25 | 2/6 2/- |
| Southend Pictorial Telegraph | | W | 1d. | 5 2¼ 16 | 4/6 3/9 |
| Southend Standard | | W | 2d. | 7 2¼ 24 | 10/- 8/6 |
| Southend Times | | W | 2d. | 4 2¼ 13½ | 10/- 6/6 |
| Waltham Abbey (6,847) 36-54-1 | | | | | |
| Waltham Abbey Telegraph | | W | 1d. | 6 2¼ 23 | 3/- 2/- |
| GLOUCESTERSHIRE— | | | | | |
| Bristol (377,061) 50-2-41 | | | | | |
| Avonmouth Mail (Series) | | W | 1d. | 5 2¼ 18 | 3/- 2/9 |
| Bristol Advertiser | | W | 1d. | 6 2¼ 21 | 6/- 5/6 |
| Bristol Evening News | | DE | 1d. | 6 2¼ 18 | 10/- 9/- |
| Bristol Evening Times | | DE | 1d. | V 2¼ V | 10/- 8/- |
| Bristol Guardian | | W | 1d. | 6 2¼ 20 | 6/- 3/- |
| Bristol Observer | | W | 1d. | 7 2¼ 20 | 10/- 9/- |
| Bristol Times and Mirror | | DM | 1d. 2d. | V 2¼ 24½ | 7/6 5/- |
| Western Daily Press | | DM | 1d. | 7 2¼ 25½ | 10/- 9/- |
| Cheltenham (48,444) 51 | | | | | |
| Cheltenham Chronicle | | W | 2d. | V 2¼ 23 | 5/- 2/6 |
| Gloucestershire Echo | | DE | 1d. | V 2¼ 23 | 4/- 2/6 |
| Cinderford 4-53-40 | | | | | |
| Dean Forest Mercury | | W | 2d. | 7 2¼ 22½ | 2/6 1/6 |
| Cirencester (7,408) 1 | | | | | |
| Wilts and Gloucestershire Standard | 8,000nsg(p) | W | 2d. | 8 2¼ 22 | 4/- 2/- |
| Clifton (42,466) 71 | | | | | |
| Clifton Chronicle | | W | 2d. | 5 2¼ 16½ | 5/- 2/6 |
| Clifton Free Press (Series) | | W | 1d. | 7 2¼ 21 | 12/- 7/6 |
| Coleford (2,781) 4-53-1 | | | | | |
| Dean Forest Guardian | 3,250nsg(p) | W | 2d. | 7 2¼ 22½ | 2/3 1/3 |
| Dursley (7,591) 1-74-23 | | | | | |
| Dursley Gazette (Series) | 6,365nsg | W | 2d. | 7 2¼ 22 | 3/- 2/- |
| Gloucester (51,330) 59-7-1 | | | | | |
| Gloucestershire Chronicle | | W | 2d. | 7 2¼ 20½ | 7/6 3/- |
| Gloucester Citizen | | DE | 1d. | 7 2¼ 21 | 5/- 3/6 |
| Gloucester Journal | | W | 2d. | 7 2¼ 21 | 5/- 3/6 |
| Lydney (9,842) 76-31-4 | | | | | |
| Lydney Observer | | W | 2d. | 7 2¼ 22½ | 2/- 1/3 |
| Stroud (8,561) 61-7-1 | | | | | |
| Stroud Journal | | W | 2d. | 7 2¼ 23 | 3/- 2/- |
| Stroud News | 3,317nsg | W | 2d. | 8 2¼ 22 | 3/- 2/- |
| Tewkesbury (4,704) 1-13-36 | | | | | |
| Tewkesbury Register and Gazette | | W | 1½d. | 7 2 21 | 2/6 1/- |
| GUERNSEY— | | | | | |
| Guernsey (40,120) 36-1-29-51 | | | | | |
| Gazette de Guernsey | | W | 1½d. | 7 2¼ 20½ | |
| Guernsey Advertiser | | W | 1d. | 7 2¼ 20½ | |
| Guernsey Evening Press | 4,173nsg | DE | 1d. | 8 2¼ 25½ | 3/- 1/9 |
| Guernsey Star | | DE | 1d. | 7 2¼ 25 | 4/- 3/- |
| Guernsey Weekly Press | 4,464nsg | W | 1d. | 8 2¼ 25½ | 3/- 1/9 |
| HAMPSHIRE AND ISLE OF WIGHT— | | | | | |
| Aldershot (28,756) 48-32-7 | | | | | |
| Aldershot Gazette and Military News | | W | 2d. | 5 2 17 | 3/- 1/9 |
| Aldershot News | | W | 2d. | 7 2¼ 20½ | 3/- 2/- |
| Andover (8,569) 41-13-1 | | | | | |
| Andover Advertiser (Series) | 6,221nsg(p) | W | 2d. | 6 2¼ 23½ | 4/- 2/- |
| Basingstoke (12,718) 7-43-1 | | | | | |
| Hants and Berks Gazette | | W | 2d. | 7 2¼ 22 | 4/- 2/3 |
| Bournemouth (91,770) 51-49 | | | | | |
| Bournemouth Daily Echo | | DE | 1d. | V 2¼ 24 | 8/- 5/- |
| Bournemouth Graphic | | W | 1½d. | 4 2 12 | 4/- 2/6 |
| Bournemouth Guardian (Series) | | W | 2d. | 7 2¼ 23½ | 2/6 2/- |
| Bournemouth Times and Directory | | W | 2d. | 7 2¼ 23½ | 6/- 4/- |
| Cowes, I. W. (9,998) 51-7-49 | | | | | |
| Isle of Wight Herald | | W | 1d. | 6 2¼ 20 | 2/6 1/6 |



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Service
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How to sell goods in the New York market

The first thing a manufacturer is apt to ask a New York newspaper with Merchandising Service, is "What can you do for us in New York?" That is a question no newspaper can conscientiously answer until it knows what the manufacturer wants to do in New York; how he is organized to do it and how his advertising is planned. There can be no standard plan for covering New York. The market is too enormous.

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78,117 trade investigation calls to ascertain market conditions.

487 market surveys made to assist agencies and sales managers.
815,000 trade papers circulated—5 great trade papers—8 and 10 pages sent free to retailers in every line—Grocery, Drug, Men and Women's Wear—Automotive and Household Trade News.

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- Simmons Beds
- Teley's Tea
- Wearever Aluminum
- Post Toasties
- Rinso
- Van Camp
- Ancre Cheese
- Revelation Tooth Powder
- Pepsodent
- U. S. Rubber Heels
- Kellogg's
- Life Buoy Soap
- Hecker's
- H. & H. Honey
- Pyrex Nursing Bottles
- Mineralava
- Premier Coffee and Salad Dressing
- Squibb's Preparations
- American Crayon
- Van Heusen Collars
- Post Bran
- Carter's Underwear
- Tom Wye Jacket

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BRITISH NEWSPAPERS—(Continued from page 150)

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---|--------------|--------|----------|----------------|-------------|
| Newport, I. W. (11,036) 1-49-68 | | | | | |
| Isle of Wight County Press..... | 15,726ns | W | 2d. | V 2 1/4 24 | 5/- 3/6 |
| Petersfield (3,933) 1-41 | | | | | |
| Hants and Sussex News..... | | W | 1d. | 7 2 1/4 21 | 2/6 1/6 |
| Portsmouth (247,343) 20-51 | | | | | |
| Eve. News & Southern Daily Mail. | 64,008ns | DE | 1d. | V 2 1/4 22 | 6/- .. |
| Hants Telegraph and Post..... | 14,350ns | W | 2d. | V 2 1/4 22 | 3/- .. |
| Portsmouth Times (Series)..... | | W | 2d. | 8 2 1/4 24 1/2 | 6/- 3/- |
| Ryde, I. W. (11,295) 51 | | | | | |
| Isle of Wight Times..... | 1,852ns(p)pw | 2W | 1d. | 7 2 1/4 20 | 3/4 2/4 |
| Sandown, I. W. (7,664) 51 | | | | | |
| Isle of Wight Chronicle..... | | W | 1d. | 6 2 1/4 20 1/2 | 2/- 1/3 |
| Southampton (160,997) 49-51-1 | | | | | |
| Hants Advertiser..... | | W | 2d. | 8 2 1/4 24 | 5/- 3/6 |
| Hants Independent..... | | W | 2d. | 8 2 1/4 24 | 5/- 3/6 |
| Southampton Times..... | | W | 2d. | 5 2 1/4 17 1/2 | 6/- 3/6 |
| Southern Echo..... | | DE | 1d. | V 2 1/4 24 | 8/- 5/- |
| Winchester (23,791) 1-48 | | | | | |
| Hampshire Chronicle..... | 11,000ns(p) | W | 2d. | 8 2 1/4 24 | 4/- 2/- |
| Hampshire Observer..... | | W | 1d. | 7 2 1/4 23 1/2 | 4/- 2/- |
| HEREFORDSHIRE— | | | | | |
| Hereford (23,324) 1-8 | | | | | |
| Hereford Journal..... | | W | 1 1/2 d. | 5 2 1/4 17 1/2 | 5/- 3/- |
| Hereford Mercury..... | | W | 1d. | 5 2 1/4 17 1/2 | 5/- 3/- |
| Hereford Times..... | 21,313ns | W | 2d. | 7 2 1/4 24 | 8/- 5/- |
| Ledbury (3,152) 1 | | | | | |
| Ledbury Reporter and Guardian.... | | W | 1 1/2 d. | 7 2 1/4 24 1/2 | 2/6 1/- |
| Leominster (5,539) 1 | | | | | |
| Leominster News..... | | W | 1 1/2 d. | 6 2 1/4 22 1/2 | 3/6 1/6 |
| Ross (4,665) 1 | | | | | |
| Ross Gazette..... | | W | 1 1/2 d. | 6 2 1/4 22 | 2/6 1/3 |
| HERTFORDSHIRE— | | | | | |
| Barnet (11,772) 71-55-1 | | | | | |
| Barnet Press and Finchley News.... | | W | 1 1/2 d. | 6 2 1/4 23 | 6/8 3/- |
| Bishop's Stortford (8,857) 41-1-36 | | | | | |
| Herts and Essex Observer..... | 7,500ns(p) | W | 2d. | 7 2 1/4 22 1/2 | 4/- 1/6 |
| Hemel Hempstead (13,832) 1-12-7-74 | | | | | |
| Hertfordshire Hemel Hempstead Gaz. | | W | 2d. | 7 2 1/4 20 1/2 | 4/6 2/6 |
| Herford (10,712) 1-41-13-73 | | | | | |
| Hertfordshire Mercury..... | 9,936ns(p) | W | 2d. | 8 2 1/4 23 1/2 | 4/6 2/3 |
| Hertfordshire Record..... | | W | 1d. | 7 2 22 | 3/9 2/3 |
| Hitchin (13,535) 1-7-55-71 | | | | | |
| Herts Express (Series)..... | | W | 2d. | 7 2 1/4 22 | 4/- 2/6 |
| Letchworth (10,313) 7-56-32-1 | | | | | |
| Citizen..... | 2,540ns(p) | W | 2d. | 6 2 1/4 18 | 3/- 1/9 |
| Royston (3,826) 1-36-41 | | | | | |
| Herts and Cambs Reporter..... | | W | 1 1/2 d. | 8 2 1/4 22 1/2 | 2/6 1/4 1/6 |
| St. Albans (25,588) 32-2-16 | | | | | |
| Herts Advertiser..... | | W | 2d. | 7 2 1/4 24 | 6/- 3/- |
| Watford (45,910) 71-41-1-35 | | | | | |
| West Herts and Watford Observer. | 10,152ns | W | 2d. | 7 2 1/4 20 | 6/- 4/6 |
| West Herts Post..... | | W | 1d. | 7 2 1/4 25 | 3/- 1/9 |
| HUNTINGDONSHIRE— | | | | | |
| Huntingdon (4,194) 1-68-56 | | | | | |
| Huntingdonshire Post..... | | W | 1d. | 7 2 1/4 22 | 3/6 2/- |
| Hunts County News..... | | W | 1d. | 7 2 1/4 20 | 3/6 2/6 |
| St. Neots (4,109) 1-12 | | | | | |
| St. Neots Advertiser..... | +4,600ns | W | 1d. | 8 2 1/4 23 | 2/6 1/3 |
| ISLE OF MAN (60,238)— | | | | | |
| Douglas (25,000) 1-22-51 | | | | | |
| Isle of Man Examiner..... | 3,800ns(p) | W | 1 1/2 d. | V 2 1/4 23 1/2 | 4/- 2/- |
| Isle of Man Times..... | | DE | 2d. | 9 2 1/4 23 1/2 | 4/- 2/- |
| Isle of Man Times..... | | *DE | 1d. | V 2 1/4 20 | 2/- 1/- |
| Mona's Herald..... | | W | 1d. | 6 2 1/4 19 | 2/6 1/9 |
| Ramsey (4,000) 1-51-22 | | | | | |
| Ramsey Courier..... | | 2W | 1d. 2d. | 6 2 1/4 22 | 2/- 1/3 |
| JERSEY— | | | | | |
| St. Heliers (26,314) 1-51 | | | | | |
| Jersey Evening Post..... | 6,688ns | DE | 1d. | V 2 1/4 24 | 4/- 3/- |
| Jersey Morning News..... | | DM | 1d. | 8 2 1/4 22 | 3/- 2/6 |
| Jersey Weekly Post..... | | W | 1 1/2 d. | 8 2 1/4 24 | 3/- 2/3 |
| KENT— | | | | | |
| Ashford (14,355) 21-61-1 | | | | | |
| Kentish Express..... | 30,249ns | W | 2d. | 8 2 1/4 24 | 10/- 5/- |
| Tuesday Express..... | | W | 1d. | 8 2 1/4 24 | 5/- 2/6 |
| Beckenham (33,350) 71 | | | | | |
| Beckenham Advertiser..... | | W | 2d. | V 2 1/4 23 1/2 | 3/6 2/- |
| Beckenham Journal..... | | W | 1 1/2 d. | 7 2 1/4 23 | 3/- 1/6 |
| Beckenham Times..... | | W | 2d. | 7 2 1/4 23 | 3/- 2/6 |
| Bromley (35,070) 71 | | | | | |
| Bromley Mercury..... | | W | 1d. | 7 2 1/4 22 | 3/- 2/3 |
| Bromley Times..... | | W | 2d. | 7 2 1/4 23 | 3/- 2/6 |
| Canterbury (23,738) 1-36-41 | | | | | |
| Kent Herald..... | | W | 1d. | 7 2 1/4 21 | 2/- 1/6 |
| Kentish Gazette..... | 4,438ns | W | 1 1/2 d. | 7 2 1/4 21 1/2 | 2/- 1/4 |
| Kentish Observer..... | | W | 2d. | 6 2 1/4 21 1/2 | |
| Chatham (42,665) 49-20-7 | | | | | |
| Chatham, Rochester, etc., Observer. | | W | 2d. | 8 2 1/4 22 | 3/6 2/- |
| Chatham, Rochester, etc., News.... | 18,161ns | W | 2d. | 8 2 1/4 23 | 5/- 2/6 |
| Deal (12,990) 22-51 | | | | | |
| Deal, Walmer & Sandwich Mercury. | | W | 1 1/2 d. | 7 2 1/4 22 | 3/- 1/6 |
| Dover (39,985) 4-12-56-20 | | | | | |
| Dover and County Chronicle..... | | W | 1d. | 6 2 1/4 20 | 3/6 1/3 |
| Dover Express and East Kent News. | 10,803ns | W | 1 1/2 d. | 5 2 1/4 18 | 4/- 2/- |
| Dover Standard..... | | W | 1 1/2 d. | 6 2 1/4 20 1/2 | 3/- 1/6 |
| Dover Telegraph..... | | W | 1d. | 6 2 1/4 20 | 2/6 1/3 |
| Faversham (10,870) 1-8-49 | | | | | |
| Faversham Mercury..... | | W | 1 1/2 d. | 6 2 1/4 21 1/2 | |
| Faversham and N. E. Kent News.. | 3,144ns | W | 1 1/2 d. | 7 2 1/4 20 | 1/6 10d. |
| Folkestone (37,571) 51-23 | | | | | |
| Folkestone Express..... | | W | 1d. | 5 2 1/4 16 1/2 | 2/3 1/9 |
| Folkestone Herald..... | | W | 2d. | 8 2 1/4 23 1/2 | 4/- 3/- |
| Gravesend (31,137) 12-66-55 | | | | | |
| Gravesend and Dartford Reporter. | | W | 2d. | 7 2 1/4 25 1/2 | 4/- 2/6 |
| Hatfield (3,200) 1 | | | | | |
| Kent and Sussex Post..... | | W | 2d. | 5 2 1/4 18 | 2/- 1/- |

(Continued on page 153)

BRITISH NEWSPAPERS—(Continued from page 152)

| ENGLAND | | | | | | |
|---|-------------|-------------|---------|--------------|-----------|------|
| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
| <i>Herne Bay</i> (11,872) 51-71 | | | | | | |
| <i>Herne Bay Press</i> | W | 2d. | | 6 2/4 20 1/2 | | .. |
| <i>Hythe</i> (7,764) 48-51 | | | | | | |
| <i>Hythe Reporter</i> | W | 1 1/2d. | | 4 2/4 15 | 1/10 | 1/- |
| <i>Maidstone</i> (37,448) 1-41-12-7 | | | | | | |
| <i>Kent Messenger (Series)</i> | 2W | 1d. 2d. | | 7 2/4 24 1/2 | 7/6 | .. |
| <i>South Eastern Gazette</i> | 3W | 1d. | | 7 2/4 22 | 5/- | 3/- |
| <i>Margate</i> (46,475) 51 | | | | | | |
| <i>Isle of Thanet Gaz. & Thanet Times</i> | W | 2d. | | V 2/4 24 | 5/- | .. |
| <i>Ramsgate</i> (36,560) 22-51-4 | | | | | | |
| <i>East Kent Times</i> | nag | 2W | 1 1/2d. | 7 2/4 22 | 4/6 | 2/3 |
| <i>Pullen's Kent Argus</i> | W | 1 1/2d. | | 6 2/4 19 | 2/6 | 1/- |
| <i>Thanet Advertiser & Echo</i> | W | 1 1/2d. | | 7 2/4 22 | 2/6 | 1/6 |
| <i>Rochester</i> (31,261) 7-1-7-3 | | | | | | |
| <i>Rochester Journal Standard</i> | W | 1d. | | 8 2/4 23 | 5/- | 2/6 |
| <i>Sevenoaks</i> (9,058) 1 | | | | | | |
| <i>Sevenoaks Chronicle</i> | W | 2d. | | 8 2/4 24 1/2 | 2/6 | 1/6 |
| <i>Sheerness</i> (18,596) 20-1-65 | | | | | | |
| <i>Sheerness Guardian</i> | W | 1 1/2d. | | 7 2/4 21 | 4/- | 1/6 |
| <i>Sidcup</i> (8,940) 71-1-36 | | | | | | |
| <i>Kentish District Times (Series)</i> | W | 2d. | | 7 2/4 23 | 12/- | 7/- |
| <i>Sidcup and District Times</i> | W | 2d. | | 7 2/4 23 | 2/6 | 1/9 |
| <i>Sittingbourne, Etc.</i> (16,820) 3-12-1-8-24 | | | | | | |
| <i>East Kent Gazette</i> | W | 2d. | | 7 2/4 24 | 4/- | 2/- |
| <i>Tonbridge</i> (15,929) 1-32-55 | | | | | | |
| <i>Tonbridge Free Press</i> | W | 1 1/2d. | | 5 2/4 18 | 5/- | 2/- |
| <i>Tunbridge Wells</i> (35,568) 1-3-41 | | | | | | |
| <i>Kent and Sussex Courier</i> | W | 2d. | | 8 2/4 24 1/2 | 5/- | 3/6 |
| <i>Tunbridge Wells Advertiser</i> | W | 2d. | | 5 2/4 19 | 5/- | 2/6 |
| <i>Westerham</i> (3,000) 1-41 | | | | | | |
| <i>Westerham Herald</i> | W | 2d. | | 5 2/4 18 1/2 | 3/- | 1/9 |
| LANCASHIRE— | | | | | | |
| <i>Accrington</i> (43,610) 52-25-74 | | | | | | |
| <i>Accrington Gazette (Series)</i> | W | 2d. | | 7 2/4 21 | 6/- | 2/- |
| <i>Accrington Observer & Times (Ser.)</i> | 2W | 1d. 2d. | | 7 2/4 23 | 5/- | 3/- |
| <i>Ashton-under-Lyne</i> (43,333) 52-30-4 | | | | | | |
| <i>Ashton-under-Lyne Herald (Series)</i> | W | 2d. | | 7 2/4 23 | 5/- | 2/- |
| <i>Ashton-under-Lyne Reporter (Ser.)</i> | W | 2d. | | 7 2/4 23 1/2 | 7/- | 5/- |
| <i>Cotton Factory Times</i> | W | 1d. | | 6 2/4 23 1/2 | 6/- | 3/6 |
| <i>Bacup</i> (21,256) 52-2-30 | | | | | | |
| <i>Bacup Times</i> | W | 2d. | | 7 2/4 24 | 5/- | 3/- |
| <i>Barnoldswick</i> (74,254) 49-40-1 | | | | | | |
| <i>Barnoldswick Guardian (Series)</i> | W | 2d. | | 5 2/4 17 | 6/- | 2/6 |
| <i>Barnoldswick News (Series)</i> | W | 2d. | | 5 2/4 18 1/2 | 6/- | 3/6 |
| <i>North Western Daily Mail</i> | DE | 1d. | | 5 2/4 18 1/2 | 6/- | 3/6 |
| <i>Blackburn</i> (126,630) 52-40-4 | | | | | | |
| <i>Blackburn Times</i> | W | 2d. | | 7 2/4 23 | 6/- | 3/- |
| <i>Blackburn Weekly Telegraph</i> | W | 2d. | | 6 2/4 21 1/2 | 7/- | 5/- |
| <i>Northern Daily Telegraph</i> | DE | 1d. | | 6 2/4 21 1/2 | 15/- | 12/6 |
| <i>Blackpool</i> (99,640) 51 | | | | | | |
| <i>Blackpool Gazette and Herald</i> | 3W | 1 1/2d. 2d. | | 8 2/4 23 | 6/- | 3/9 |
| <i>Blackpool Times (Series)</i> | 2W | 1d. 2d. | | 6 2/4 20 1/2 | 5/- | 3/- |
| <i>Bolton</i> (178,678) 52-4-7 | | | | | | |
| <i>Bolton Evening News</i> | DE | 1d. | | V 2/4 21 1/2 | 6/- | .. |
| <i>Bolton Journal (Series)</i> | W | 2d. | | V 2/4 21 1/2 | 9/- | .. |
| <i>Bootle</i> (76,508) 49-7-58 | | | | | | |
| <i>Bootle Herald (Series)</i> | W | 1 1/2d. | | V 2/4 24 | 5/- | 2/6 |
| <i>Bootle Times (Series)</i> | W | 2d. | | 7 2/4 23 | 4/6 | 3/- |
| <i>Burnley</i> (103,175) 52-4-40 | | | | | | |
| <i>Burnley Express</i> | 2W | 1d. 2d. | | 7 2/4 23 | 8/- | 4/- |
| <i>Burnley News</i> | 2W | 1d. 2d. | | 6 2/4 23 | 5/- | 2/6 |
| <i>Bury</i> (56,426) 52-40-30 | | | | | | |
| <i>Bury Guardian</i> | W | 2d. | | 6 2/4 22 | 5/- | 2/- |
| <i>Bury Times</i> | 2W | 2d. 1d. | | 7 2/4 24 | 5/- | 2/6 |
| <i>Chorley</i> (30,576) 52-4-7 | | | | | | |
| <i>Chorley Guardian</i> | W | 2d. | | 7 2/4 23 | | .. |
| <i>Chorley Weekly News (Series)</i> | W | 1 1/2d. | | 7 2/4 22 1/2 | 4/- | 1/6 |
| <i>Clitheroe</i> (12,204) 52-53-39 | | | | | | |
| <i>Clitheroe Advertiser and Times</i> | W | 2d. | | 6 2/4 20 | 2/6 | 1/6 |
| <i>Colne</i> (24,755) 52-7 | | | | | | |
| <i>Colne Times</i> | W | 2d. | | V 2/4 22 | 4/- | 2/4 |
| <i>Darwen</i> (37,913) 52-12-55 | | | | | | |
| <i>Darwen News</i> | 2W | 1d. 2d. | | 7 2/4 22 | | .. |
| <i>Darwen Weekly Advertiser</i> | W | 1 1/2d. | | 7 2/4 25 1/2 | | 2/6 |
| <i>Fleetwood</i> (19,448) 7-21-51-76 | | | | | | |
| <i>Fleetwood Chronicle</i> | W | 2d. | | 7 2/4 22 1/2 | 4/- | 2/3 |
| <i>Lancaster</i> (40,226) 1-55 | | | | | | |
| <i>Lancaster Guardian</i> | W | 2d. | | 7 2/4 23 1/2 | 6/- | 4/6 |
| <i>Lancaster Observer</i> | W | 2d. | | 8 2/4 24 1/2 | 4/- | 1/9 |
| <i>Liverpool</i> (803,118) 76-49-7-13 | | | | | | |
| <i>Customs Bills of Entry (A & B)</i> | DE | Sub. | | 4 2/4 14 | 2/6 | .. |
| <i>Liverpool Courier</i> | DM | 1d. | | V 2/4 23 1/2 | 17/6 | .. |
| <i>Liverpool Daily Post and Mercury</i> | DM | 1d. | | V 2/4 24 | 20/- | .. |
| <i>Liverpool Echo</i> | DE | 1d. | | 8 2/4 24 | 25/- | .. |
| <i>Liverpool Express</i> | DE | 1d. | | V 2/4 23 1/2 | 20/- | .. |
| <i>Liverpool Weekly Courier</i> | W | 2d. | | V 2/4 23 1/2 | 17/6 | .. |
| <i>Liverpool Weekly Post</i> | W | 2d. | | V 2/4 24 | 20/- | .. |
| <i>Y Brython</i> | W | 2d. | | 5 2/4 17 1/2 | 4/- | 3/- |
| <i>Lytham</i> (10,830) 49-51-22 | | | | | | |
| <i>Lytham—St. Anne's Standard</i> | W | 1d. | | 6 2/4 20 | 4/- | 1/- |
| <i>Lytham Times</i> | W | 1d. | | 7 2/4 21 | 4/- | 1/3 |
| <i>Manchester</i> (730,551) 52-55-61-37 | | | | | | |
| <i>Manchester Empire News</i> | W | 2d. | | 7 2/4 23 | 100/- | .. |

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---|-------------|-------------|-------|--------------|---------------|
| <i>Manchester City News</i> | W | 1 1/2d. | | 6 2/4 23 | 10/- 6/6 |
| <i>Manchester Daily Dispatch</i> | DM | 1d. | | 7 2/4 23 | 60/- .. |
| <i>Manchester Evening Chronicle</i> | DE | 1d. | | 7 2/4 23 | 40/- .. |
| <i>Manchester Evening News</i> | DE | 1d. | | V 2/4 23 | 25/- .. |
| <i>Manchester Guardian</i> | DM | 2d. | | 7 2/4 23 | 25/- 23/1 1/4 |
| <i>Manchester Guardian Commercial</i> | W | 3d. | | 4 2/4 15 1/2 | 32/6 10/0 1/4 |
| <i>Manchester Guardian Weekly</i> | W | 2d. | | 4 2/4 15 1/2 | 15/- 13/10 |
| <i>Manchester Sunday Chronicle</i> | W | 2d. | | 7 2/4 23 | 100/- .. |
| <i>Morecambe</i> (19,182) 51-22 | | | | | |
| <i>Morecambe Guardian</i> | W | 1d. | | 7 2/4 23 1/2 | 5/- 3/6 |
| <i>Morecambe and Boro' Advertiser</i> | W | 1d. | | 7 2/4 22 | 2/6 1/3 |
| <i>Nelson</i> (39,839) 52 | | | | | |
| <i>Nelson Leader</i> | W | 2d. | | 7 2/4 22 1/2 | 3/6 2/- |
| <i>Oldham</i> (145,001) 52-61-40 | | | | | |
| <i>Oldham Chronicle</i> | W | 2d. | | V 2/4 22 1/2 | 7/- 3/6 |
| <i>Oldham Evening Chronicle</i> | DE | 1d. | | V 2/4 22 1/2 | 6/- 2/9 |
| <i>Oldham Evening Standard</i> | DE | 1d. | | 8 2/4 23 1/2 | 7/- 3/6 |
| <i>Oldham Standard</i> | W | 2d. | | 8 2/4 23 1/2 | 8/- 4/6 |
| <i>Ormskirk</i> (7,407) 1-4-41 | | | | | |
| <i>Ormskirk Advertiser</i> | W | 2d. | | 8 2/4 23 1/2 | 8/- 4/6 |
| <i>Preston</i> (117,426) 52-49-40 | | | | | |
| <i>Lancashire Daily Post</i> | DE | 1d. | | V 2/4 23 1/2 | 10/- .. |
| <i>Preston Guardian</i> | W | 2d. | | V 2/4 23 1/2 | 6/- .. |
| <i>Preston Herald</i> | 2W | 1d. 1 1/2d. | | 7 2/4 23 1/2 | |
| <i>Rawtenstall</i> (28,381) 52-53 | | | | | |
| <i>Rosendale Free Press</i> | W | 2d. | | 7 2/4 22 1/2 | 3/- 2/- |
| <i>Rochdale</i> (90,807) 52-30-7 | | | | | |
| <i>Rochdale Observer</i> | 2W | 1d. 2d. | | 7 2/4 V | 9/6 8/- |
| <i>Rochdale Times (Series)</i> | 2W | 1d. 2d. | | 7 2/4 19 | 7/- 4/- |
| <i>St. Helens</i> (102,675) 15-4-69 | | | | | |
| <i>St. Helens Newspaper</i> | 2W | 1d. 2d. | | 7 2/4 22 | 4/- 2/- |
| <i>St. Helens Reporter (Series)</i> | 2W | 1d. 2d. | | 8 2/4 V | 4/- 2/- |
| <i>Southport</i> (76,644) 7-51-58 | | | | | |
| <i>Southport Guardian</i> | 2W | 1d. 2d. | | 8 2/4 23 1/2 | 7/6 5/0 |
| <i>Southport Visitor</i> | 3W | 1d. 2d. | | V 2/4 24 | 7/6 5/6 |
| <i>Urmsston</i> (8,297) 7-52 | | | | | |
| <i>Urmsston Western Telegraph (Ser.)</i> | W | 1d. | | 7 2/4 20 | 5/- 2/0 |
| <i>Warrington</i> (76,811) 40-19-18-9 | | | | | |
| <i>Warrington Examiner (Series)</i> | W | 2d. | | 7 2/4 23 | 3/6 1/9 |
| <i>Warrington Guardian (Series)</i> | 2W | 1d. 2d. | | 8 2/4 21 1/2 | 10/- 8/- |
| <i>Widnes</i> (38,879) 69-40-9 pw | | | | | |
| <i>Widnes Weekly News (Series)</i> | W | 2d. | | 7 2/4 22 1/2 | 5/- 2/6 |
| <i>Wigan</i> (89,447) 4-52-40-7 | | | | | |
| <i>Wigan Examiner</i> | 2W | 1d. 2d. | | 7 2/4 23 1/2 | 4/6 2/- |
| <i>Wigan Observer</i> | 3W | 1d. 2d. | | 8 2/4 23 1/2 | 4/6 3/6 |

(Continued on page 154)



Which road do your customers travel?

If you have goods of high quality to sell, goods in the luxury class—pearl necklaces, oriental rugs, mahogany furniture, automobiles—you are interested in the purchasing power of the constituency to which you tell the story of your wares. As purchasing power increases numbers decrease, and below a certain capacity to buy you are not interested in numbers.

For example, the 1920 census of Chicago shows that there are in this city 7,292 men and women classified as "Bankers, brokers, etc." and 70,405 men and women classified as "Laborers" in the major industries. This latter group, in human values, is no less important than the former; but it is no discredit to its worth of character to say that from the standpoint of purchasing power it does not enter into your calculations as a merchant of goods beyond its reach.

Your appeal is to the 7,000, not the 70,000—to the smaller group, whose ability to buy is a hundredfold that of the larger. When you pay for circulation which reaches the 70,000 you are paying for something which is of no value to you. THE POST carries no dead circulation for the quality merchant. Every reader is a potential buyer. You pay only for service in your own select and fruitful field.



It Pays to Advertise to People Who Can Afford to Buy What You Have to Sell

The Class Newspaper of Chicago Is

THE CHICAGO EVENING POST

FOREIGN REPRESENTATIVES: KELLY-SMITH CO., NEW YORK - CHICAGO

For Directory of Features

See Page 243

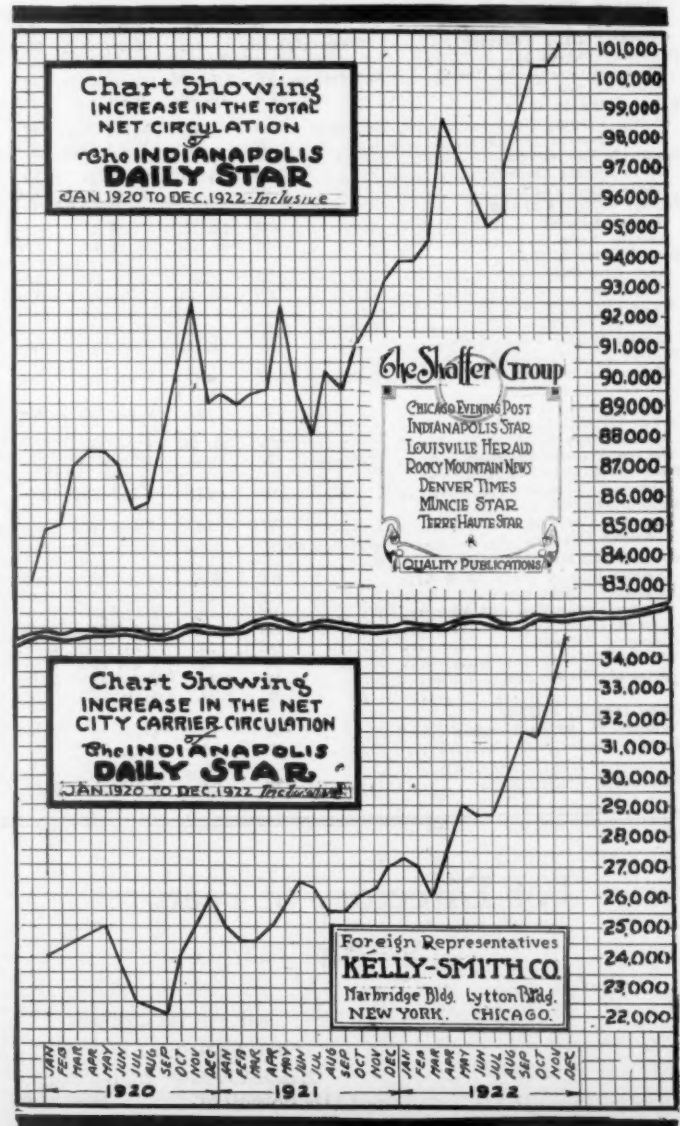
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

BRITISH NEWSPAPERS—(Continued from page 153)

| ENGLAND | | | | | | |
|---|--------------|---------|----------|------------|-----------|-----|
| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
| LEICESTERSHIRE— | | | | | | |
| Leicester (234,190) 2-28-7 | | | | | | |
| Leicester Advertiser..... | W | 2d. | 8 2½ 23 | 9/- | 5/- | |
| Leicester Illustrated Chronicle..... | W | 2d. | 5 2¼ 16¼ | 9/- | 4/6 | |
| Leicester Mail..... | DE | 1d. | V 2¼ 22 | 9/- | 6/6 | |
| Leicester Mercury..... | DE | 1d. | 5 2¼ 16¼ | 9/- | .. | |
| Loughborough (25,876) 7-28-74 | | | | | | |
| Loughborough Echo..... | W | 1d. | 6 2½ 22 | 4/- | 1/6 | |
| Loughborough Monitor and Herald..... | W | 1d. | 7 2½ 23 | 5/- | 2/3 | |
| Market Harborough (8,577) 61-28-57 | | | | | | |
| Market Harborough Advertiser..... | W | 1d. | 6 2¼ 21¼ | | .. | |
| Midland Mail..... | W | 1½d. | 7 2¼ 25 | 2/- | 1/6 | |
| Melton Mowbray (9,187) 1-2-11-52 | | | | | | |
| Melton Mowbray Journal..... | W | 2d. | V 2¼ 23½ | 5/- | 2/- | |
| Melton Mowbray Times (Series).... | W | 1½d. | 6 2¼ 20 | 3/- | 1/6 | |
| LINCOLNSHIRE— | | | | | | |
| Boston (16,100) 22-1-59 | | | | | | |
| Boston Guardian..... | W | 2d. | 7 2¼ 23 | 3/6 | 1/9 | |
| Lincolnshire Standard (Series)..... | W | 2d. | 7 2¼ 23½ | 4/- | 2/- | |
| Brigg (3,306) 1-40 | | | | | | |
| Lincolnshire Star (Series)..... | W | 1d. | 6 2½ 22 | 5/- | 2/6 | |
| Gainsborough (19,694) 7-73 | | | | | | |
| Gainsborough, Retford, etc., News.. | 2W | 1d. 2d. | 7 2¼ 21 | 2/6 | 1/10 | |
| Grantham (18,902) 74-58-1 | | | | | | |
| Grantham Journal (Series)..... | 16,546nsg | W | V 2¼ 23½ | 6/8 | 2/9 | |
| Grimsby (82,329) 22-49-76 | | | | | | |
| Grimsby News..... | W | 2d. | 9 2 25 | 7/6 | 3/- | |
| Grimsby Telegraph..... | DE | 1d. | 7 2¼ 21½ | 10/- | 6/- | |
| Horncastle (3,461) 1 | | | | | | |
| Horncastle News..... | W | 1½d. | 7 2¼ 26 | 1/9 | 7d | |
| Lincoln (66,020) 1-74-73 | | | | | | |
| Lincoln Echo..... | DE | 1d. | 7 2¼ 24 | 5/- | 3/6 | |
| Lincoln Gazette and Times (Series)... | W | 1d. | 7 2¼ 24 | 4/- | 2/3 | |
| Lincoln Leader..... | W | 2d. | 7 2¼ 25 | 6/- | 3/6 | |
| Lincolnshire Chronicle..... | W | 2d. | 7 2¼ 22½ | 7/6 | 5/6 | |
| Louth (9,544) 1 | | | | | | |
| Louth and North Lincs Advertiser..... | W | 1½d. | 6 2¼ 22 | 2/- | 1/4 | |
| Market Rasen (2,177) 1-41 | | | | | | |
| Market Rasen Mail..... | 1,450nsg(p) | W | 1½d. | 6 2¼ 20 | 1/3 | 9d. |
| Skegness (9,251) 51 | | | | | | |
| Skegness News..... | W | 1d. | 6 2¼ 21 | 3/- | 2/- | |
| Sleaford (6,680) 1-68 | | | | | | |
| Sleaford Gazette..... | W | 1d. | 7 2¼ 24 | 1/9 | 9d. | |
| Sleaford Journal..... | W | 1½d. | 5 2¼ 16¼ | 1/6 | 1/- | |
| Spalding (10,702) 1-36 | | | | | | |
| Lincolnshire Free Press..... | 11,643nsg | W | 2d. | 7 2 21½ | 5/- | 2/- |
| Spalding Guardian..... | W | 2d. | 7 2¼ 26 | 3/6 | 2/- | |
| Stamford (9,881) 74-7-3-1 | | | | | | |
| Lincoln, etc., Mercury..... | W | 2d. | V 2 27 | 7/6 | 5/6 | |
| Stamford and Rutland News..... | W | 1½d. | 7 2¼ 22 | 2/- | 10d. | |
| MIDDLESEX— | | | | | | |
| Brentford (17,039) 57-40-9 | | | | | | |
| Middlesex Independent..... | 2W | 1d. | 6 2¼ 20½ | 2/- | 9d. | |
| Enfield (60,743) 54-23-55 | | | | | | |
| Enfield Gazette and Observer..... | 8,125nsg(p) | W | 2d. | 7 2¼ 22 | 3/- | 2/6 |
| Enfield Weekly Herald..... | 4,390nsg | W | 1d. | 8 2¼ 23 | 2/6 | 1/7 |
| Harrow (19,468) 71-55 | | | | | | |
| Harrow Observer and Gazette (Ser.)... | 10,000nsg(p) | W | 2d. | 8 2¼ 22 | 5/- | 4/- |
| Hendon (56,014) 68-23 | | | | | | |
| Hendon Advertiser..... | W | 1d. | 5 2¼ 18 | 3/- | 2/6 | |
| Hendon and Finchley Times..... | W | 2d. | 8 2¼ 23 | 3/6 | 2/6 | |
| Hounslow (46,729) 36-48-55-71 | | | | | | |
| Middlesex Chronicle..... | W | 2d. | 8 2¼ 25 | 4/- | 2/- | |
| Staines (7,329) 56-36-41 | | | | | | |
| West Middlesex Times..... | W | 1d. | 5 2¼ 17½ | | .. | |
| Uxbridge (10,651) 1-71 | | | | | | |
| Middlesex Advertiser & County Gaz..... | W | 2d. | 8 2 23 | 5/- | 3/- | |

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
|---|--------------|--------|----------|------------|-----------|-----|
| MONMOUTHSHIRE— | | | | | | |
| Abergavenny (9,008) 35-1 | | | | | | |
| Abergavenny Chronicle..... | | W | 2d. | 7 2¼ 22½ | 5/- | 2/6 |
| Abertillery (38,805) 4-31 | | | | | | |
| South Wales Gazette..... | | W | 2d. | 5 2¼ 15¼ | 3/- | 1/9 |
| Monmouth (5,207) 1-31-4-59 | | | | | | |
| Monmouthshire Beacon..... | | W | 2d. | 7 2¼ 23 | 3/- | 1/- |
| Newport (92,369) 40-19-49 | | | | | | |
| South Wales Argus..... | | DE | 1d. | 8 2¼ 23 | 10/- | 4/- |
| South Wales Weekly Argus (Series)... | | W | 1½d. | 8 2¼ 23 | 10/- | 4/- |
| Pentypol (6,883) 40-31-4-1 | | | | | | |
| Free Press of Monmouthshire..... | 7,914nsg(p) | W | 2d. | 5 2¼ 19 | 4/6 | 2/6 |
| Rhymney (11,691) 4 | | | | | | |
| Monmouth Guardian..... | | W | 1d. | 6 2¼ 18 | 4/- | 2/6 |
| NORFOLK— | | | | | | |
| Lynn (19,968) 1-7-69 | | | | | | |
| Lynn Advertiser..... | | W | 2d. | 9 2 22 | | .. |
| Lynn News and County Press..... | | W | 2d. | V 2 22 | 3/6 | 1/3 |
| Norwich (120,653) 37-21-7-2-1-61-23 | | | | | | |
| Eastern Daily Press..... | | DM | 1½d. | V 2¼ 23 | 15/- | 8/- |
| Eastern Evening News..... | | DE | 1d. | V 2¼ 23 | 12/- | 6/- |
| Norfolk Chronicle (Series)..... | | W | 2d. | 7 2¼ 22½ | 9/- | 5/3 |
| Norfolk News & Weekly Press (Ser.)... | | W | 1d. | 8 2¼ 23 | 9/- | 4/- |
| Norwich Mercury (Series)..... | | W | 2d. | 7 2¼ 24 | 8/- | 6/6 |
| NORTHAMPTONSHIRE— | | | | | | |
| Kettering (29,692) 2-1-35-43 | | | | | | |
| Kettering Guardian..... | | W | 1½d. | V 2¼ 20 | 6/- | 3/- |
| Northants Evening Telegraph..... | | DE | 1d. | 6 2¼ 24¼ | 3/- | 2/- |
| Northampton (90,923) 2-1-28-7 | | | | | | |
| Northampton Daily Chronicle..... | | DE | 1d. | 7 2¼ 25 | 6/- | 5/- |
| Northampton Daily Echo..... | | DE | 1d. | 5 2¼ 18¼ | 4/- | 2/6 |
| Northampton Herald..... | | W | 1d. | 7 2¼ 25 | 6/- | 5/- |
| Northampton Independent..... | | W | 2d. | 3 2¼ 9½ | 8/- | 4/6 |
| Northampton Mercury..... | | W | 1d. | 5 2¼ 21 | 4/- | 3/- |
| Peterborough (35,533) 21-7-3-1 | | | | | | |
| Peterborough Advertiser..... | 24,260nsg pw | 2W | 1½d. 2d. | 7 2¼ 24 | 7/6 | 5/- |
| Peterborough Standard..... | | W | 2d. | 7 2¼ 22½ | 3/6 | 2/- |
| Wellingborough (20,365) 2-7-43 | | | | | | |
| Wellingborough News (Series)..... | | W | 1½d. | 6 2¼ 24½ | 3/6 | 3/- |
| Wellingborough Post..... | | W | 1d. | V 2¼ 20 | 5/- | 2/6 |
| NORTHUMBERLAND— | | | | | | |
| Alnwick (6,991) 1-35-22 | | | | | | |
| Alnwick and County Gazette..... | | W | 2d. | 7 2¼ 22 | 4/- | 2/- |
| Alnwick Guardian & County Adv..... | | W | 2d. | 7 2¼ 22 | 3/- | 1/6 |

(Continued on page 156)



The Haskin Service gives to the public the most attractive and helpful features that any newspaper can offer—the Haskin Letter, the daily installment of Answers to Questions for the paper, unlimited direct question service to subscribers, and free educational literature.

For terms write to

Frederic J. Haskin, Washington, D. C.

IN 1922

THE PITTSBURGH PRESS

Scored
Notable **GAINS**

In CIRCULATION and in ADVERTISING

During the past year THE PRESS carried a total volume of advertising of nearly

22 MILLION AGATE LINES

(Exact Measurement 21,995,638 Lines)

OMITTED Nearly 3 MILLION AGATE LINES

for which orders were received, but which THE PRESS could not publish on account of printing press limitation on size of paper. Had THE PRESS published all of the advertising

for which it had orders in 1922, the total volume doubtless would have placed THE PRESS first among the newspapers of United States.

15% GAIN in CIRCULATION

Daily Now More Than

160,000

Sunday Now More Than

210,000

FIRST IN EVERYTHING

THE PITTSBURGH PRESS

Pittsburgh's Greatest Daily and Sunday Newspaper.

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H. C. MILHOLLAND, V. Pres-Adv. Mgr.

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Chicago—I. A. Klein, 76 W. Monroe St.

San Francisco—A. J. Norris Hill, Hearst Bldg.

BRITISH NEWSPAPERS—(Continued from page 154)

Table listing British newspapers under various county headings: ENGLAND, NOTTINGHAMSHIRE, OXFORDSHIRE, RUTLAND, SHROPSHIRE, SOMERSETSHIRE, and STAFFORDSHIRE. Columns include City, Newspaper Name, Populations, Key Figures to Industries, Circulation, Issued, Price, Page Sizes, and Inch Rate.

Table listing British newspapers under various county headings: SUFFOLK, STAFFORDSHIRE, and WOLVERHAMPTON. Columns include City, Newspaper Name, Populations, Key Figures to Industries, Circulation, Issued, Price, Page Sizes, and Inch Rate.

(Continued on page 158)

Advertisement for Vermont's Dairy Leadership. Features a map of Vermont, a signpost for 'Milk Checks', and text: 'Vermont's Dairy Leadership', 'Sign Posts of Buying Power No. 2', 'Vermont Allied Dailies', and 'Barre Times, Brattleboro Reformer, Bennington Banner, Burlington Free Press, Rutland Herald, St. Johnsbury Caledonian-Record'.

Sunday Telegram

"THE TELEGRAM TRIO"

Published in

ELMIRA — SCRANTON — WILKES-BARRE

**Strongest Sunday Medium in Southern
New York and Northern Pennsylvania**

**A Feature Newspaper for the Home for Forty-Four Years
Sold in Combination in the Foreign Advertising Field**

(Represented by S. C. Beckwith Special Agency)

The Elmira Advertiser

The Great Regional Newspaper of Southern New York

Only Morning Newspaper in Highly Prosperous Region 200 Miles Long.

**Has doubled its paid circulation in 18
months under present ownership**

**In combination with SUNDAY TELEGRAM only seven day morning newspaper in
Southern New York between New York City and Buffalo.**

(Represented by S. C. Beckwith Special Agency)

BRITISH NEWSPAPERS—(Continued from page 156)

Table listing British newspapers by region: ENGLAND, SUSSEX, WARWICKSHIRE, WESTMORLAND, and WILTSHIRE. Columns include City, Newspaper Name, Population, Industries, Circulation, Issued, Price, Page Sizes, and Inch Rate.

Cities, Newspapers, Populations and Key Figures to Industries

Table listing newspapers from Swindon, Worcester, and Yorkshire. Columns include City, Newspaper Name, Population, Industries, Circulation, Issued, Price, Page Sizes, and Inch Rate.

(Continued on page 160)

The Representative People of

LOUISVILLE, KENTUCKY, AND SOUTHERN INDIANA

Can be reached by the concentrated circulation of the Louisville Herald.

95% of its total circulation is confined to this territory.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

Foreign Representatives

KELLY-SMITH CO.

Marbridge Bldg., New York; Lytton Bldg., Chicago

GEO. M. KOHN

Walton Bldg., Atlanta

R. J. BIDWELL CO.

Market St., San Francisco; Times Bldg., Los Angeles



The KEY

THAT UNLOCKS THE DOORS OF SOUTHWEST WASHINGTON AND

TACOMA

"THE LUMBER CAPITAL OF AMERICA"



Tacoma, the Lumber Capital of America

One hundred and fifty 5-room, modern homes could be built from the lumber cut in one day in the city of Tacoma, "the Lumber Capital of America."

The daily cut of the Tacoma district—centering in and marketed through Tacoma—would provide similar homes for over 350 families.

Tacoma, in the center of a tremendous lumber-producing area, offers every product of the Pacific Northwest forests—lumber, cedar shingles, fir doors, veneers, columns, millwork, wood pipe, cross arms, conduit, boxes, crates and other containers, poles and piling and wood specialties.

Tacoma manufactures more forest products than any other city in America.

Tacoma possesses the largest wooden column output in the world.

Tacoma has the largest production of fir doors and fir veneer panels of any other city in the west.

Tacoma has the largest production of furniture of any city west of Chicago.

Tacoma ships more lumber coast-wise, inter-coastal and foreign combined than any other city.

Transportation facilities are unexcelled. The city is located on four transcontinental railroads and has a deep water, protected harbor with docks and lumber handling facilities that are unsurpassed.

This great territory is served by the News Tribune, which enters more homes in Tacoma and Southwest Washington than all other outside papers combined.

The assessed valuation of the eight counties of Southwest Washington is \$411,041,000. The net paid circulation of the News Tribune for 1922 (A. B. C. publisher's report) 32,255. Write for details of the service which it is prepared to offer.

THE TACOMA NEWS TRIBUNE

Published by the Tribune Publishing Co.

FRANK S. BAKER, President

CHARLES B. WELCH, Editor and General Manager

David J. Randall
341 Fifth Avenue New York City

Foreign Representatives:
Ford and Parsons
940 Marquette Building Chicago

R. J. Bidwell
742 Market St. San Francisco

BRITISH NEWSPAPERS—(Continued from page 158)

ENGLAND—Continued

Table listing newspaper details for England: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes entries for Beverley, Bradford, Bridlington, Brighouse, Cleckheaton, Dewsbury, Doncaster, Driffield, Goole, Halifax, Harrogate, Hebden Bridge, Heckmondwike, Holmfirth, Huddersfield, Hull, Ilkley, Keighley, Leeds, Malton, Mexborough, Middlesbrough, Northallerton, Ossett, Otley, Pudsey, Redcar, Rotherham, Scarborough, Selby, Sheffield, Shipley, Skipton, Slaithwaite, Stanningley, Wakefield, Wetherby, Whitby, and York.

SCOTLAND

Table listing newspaper details for Scotland: Cities, Newspapers, Populations and Key Figures to Industries, Circulation, Issued, Price, Page Sizes, Inch Rate. Includes entries for Aberdeen, Fraserburgh, Peterhead, Campbeltown, Dunoon, Lochgilphead, Oban, Ardrrossan, Ayr, Cumnock, Kilmarnock, Banff, Buchie, Keith, Duns, Thurso, and Wick.

(Continued on page 162)

IN HOUSTON, TEX

The HOUSTON PRESS LEADS

IN CITY CIRCULATION IN LOCAL DISPLAY

6 days a week

IF you want to sell the people of Houston, Texas The Houston Press is your Best Buy, Because more people in Houston, read The Press.

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A DVERTISE

In the busy, growing industrial city of

A KRON
OHIO

The typical American city of progress and wealth that has more than tripled its population in ten years.

208,435 People—the Heart of a Trading Area of 325,000

constitute a market that needs the best of everything, buys liberally and has been developed by the result-producing

Akron Beacon Journal

First in All Advertising
—Local—National—Classified

Average net circulation for 1922
36,113

Total advertising lineage for 1922
11,116,728 Lines

THE MARKET

Covered completely by the Beacon-Journal home delivered circulation—largest net paid in Akron and largest net paid suburban distribution.

147 factories with total capitalization of \$390,004,638.

Pay roll nearly \$200,000,000.

Manufactured goods valued at \$640,423,232.

65 per cent of all rubber products in the United States are manufactured here.

Largest cereal mill.

Largest fishing tackle mill.

Nearly 60,000 residences, flats and apartments. 35,349 private residences.

Most wide-awake retail section of any city its size in America.

More than a score of prosperous cities and towns in the suburban area.

Convenient shipping center.

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BEACON JOURNAL

A progressive, independent newspaper nationally known for its virile and aggressive editorial policy.

Believing that its readers are entitled to interpretative news of the state and nation, the Beacon Journal maintains full time bureaus at both Washington and Columbus, the state capitol, in charge of trained and experienced newspapermen.

In the local news fields the Beacon Journal is admittedly dominant.

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San Francisco
Hobart Bldg.

St. Louis, Mo.
701 Star Bldg.

BRITISH NEWSPAPERS—(Continued from page 160)

| SCOTLAND—Continued | | | | | | |
|---|--------------|--------|-------|------------|-----------|--|
| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
| CLACKMANNANSHIRE— | | | | | | |
| Alloa (12,421) 49-30-41-6 | 3,500nsg(p) | W | 1½d. | 7 2½ 22 | 3/- 1/3 | |
| Alloa Journal | | | | | | |
| Tillicoultry (3,100) 30-43-4 | | W | 1d. | 4 2½ 15½ | 2/- 1/- | |
| Devon Valley Tribune | | | | | | |
| DUMBARTONSHIRE— | | | | | | |
| Dumbarton (22,933) 49-7 | | | | | | |
| Lennox Herald | | W | 2d. | 6 2½ 21 | 3/- 1/- | |
| Helensburgh (9,701) 55-51 | | | | | | |
| Helensburgh and Gareloch Times | 2,500nsg(p) | W | 2d. | 7 2½ 22½ | 2/6 1/6 | |
| Kirkintilloch (11,690) 40-4-7 | | | | | | |
| Kirkintilloch Herald (Series) | | W | 1½d. | 5 2½ 20½ | 3/- 2/- | |
| DUMFRIESSHIRE— | | | | | | |
| Annan (3,298) 1-7-13-22 | | | | | | |
| Annapdale Observer | | W | 2d. | 7 2½ 20 | 3/- 1/6 | |
| Dumfries (19,012) 1-43-28-56 | | | | | | |
| Dumfries Courier and Herald | | 2W | 2d. | 7 2½ 20 | 3/- 2/- | |
| Dumfries and Galloway Standard | 26,369nsg pw | 2W | 2d. | 7 2½ V | 3/6 2/6 | |
| Locherbie (2,344) 1 | | | | | | |
| Annapdale Herald | | W | 1½d. | 7 2½ 22 | 2/6 1/9 | |
| EDINBURGHSHIRE— | | | | | | |
| Edinburgh (420,281) 32-41-57-7 | | | | | | |
| Edinburgh Evening Despatch | | DE | 1d. | V 2½ 25 | 15/- 13/6 | |
| Edinburgh Evening News | 97,522nsg(p) | DE | 1d. | V 2½ 22 | 13/- .. | |
| Edinburgh Scotsman | | DM | 2d. | V 2½ 25 | 25/- 22/- | |
| Edinburgh Weekly Scotsman | | W | 2d. | V 2½ 25 | 15/- 12/9 | |
| Portobello (16,000) 4-12-15-65 | | | | | | |
| Mid-Lothian Journal (Series) | | W | 1d. | 6 2½ 20½ | 2/6 1/6 | |
| West Calder (7,874) 4-55-1 | | | | | | |
| Midlothian Advertiser | | W | 1½d. | 7 2½ 21 | 3/- 1/3 | |
| ELGIN— | | | | | | |
| Elgin (7,776) 1-22-6-30 | | | | | | |
| Elgin Courant and Courier | | W | 2d. | 6 2½ 22 | 4/- 1/6 | |
| North'n Scot & Moray & Nairn Exp. | | W | 2d. | 7 2½ 23 | 4/- 1/6 | |
| Cranston-on-Spey (1,622) 1-51 | | | | | | |
| Strathapey Herald | 1,700nsg(p) | W | 1½d. | 6 2½ 22½ | 2/- 8d. | |
| FIFE SHIRE— | | | | | | |
| Cowdenbeath (14,215) | | | | | | |
| Cowdenbeath and Lochgelly Times | | W | 1d. | 5 2½ 17½ | 2/6 1/- | |
| Cupar (6,575) 1-39-58-7 | | | | | | |
| Fife Herald and Journal | | W | 2d. | 6 2½ 17 | 3/6 1/9 | |
| Fife News | | W | 1½d. | 6 2½ 17 | 3/6 1/9 | |
| Dunfermline (39,886) 39-76-4 | | | | | | |
| Dunfermline Express | 2,200nsg(p) | W | 1d. | 6 2½ 19½ | 3/- 1/6 | |
| Dunfermline Journal | 6,100nsg(p) | W | 1d. | 7 2½ 22½ | 3/6 2/- | |
| Dunfermline Press | | W | 2d. | V 2½ 24¾ | 3/6 2/- | |
| Kirkcaldy (39,591) 39-40-65-63 | | | | | | |
| Fife Free Press | | W | 2d. | 7 2½ 22 | 5/- 2/6 | |
| Fifehire Advertiser | | W | 2d. | 7 2½ 20 | 5/- 2/6 | |
| Leven (7,180) 35-39-40-22 | | | | | | |
| Leven Advertiser | | W | 1d. | 5 2½ 20 | 2/6 1/6 | |
| St. Andrews (9,336) 51 | | | | | | |
| St. Andrews Citizen | | W | 2d. | 6 2½ 17 | 3/6 1/9 | |
| FORFARSHIRE— | | | | | | |
| Arbroath (19,499) 39-2-7 | | | | | | |
| Arbroath Guide | | W | 2d. | 8 2½ 23 | 2/- .. | |
| Arbroath Herald | | W | 2d. | 8 2½ 20 | 1/6 1/3 | |
| Brechin (8,781) 39-12-59-1 | | | | | | |
| Brechin Advertiser | | W | 2d. | 5 2½ 20 | 3/- 1/3 | |
| Broughty Ferry (11,080) 71-51 | | | | | | |
| Broughty Ferry Guide | | W | 1d. | 7 2½ 23 | 1/- 8d. | |
| Dundee (168,217) 17-49-7 | | | | | | |
| Dundee Advertiser | | DM | 1d. | 7 2½ 22 | 16/3 .. | |
| Dundee Courier | | DM | 1d. | 7 2½ 22 | 16/3 11/- | |
| Dundee Evening Telegraph & Post | | DE | 1d. | 5 2½ 15¾ | 16/3 12/- | |
| Dundee People's Journal (Series) | 200,085nsg | W | 2d. | 5 2½ 15¾ | 40/- 35/- | |
| Thomson's Weekly News (Series) | | W | 2d. | 5 2½ 15¾ | 65/- 55/- | |
| Forfar (9,585) 17-1 | | | | | | |
| Forfar Herald | | W | 1d. | 6 2½ 20 | 2/6 1/6 | |
| Forfar Review | | W | 1d. | 6 2½ 21 | | |
| Montrose (10,979) 49-39-22 | | | | | | |
| Montrose Review | | W | 2d. | 6 2½ 21½ | 3/- 1/3 | |
| Montrose Standard | | W | 2d. | 6 2½ 21¾ | 3/- 1/6 | |
| HADDINGTONSHIRE— | | | | | | |
| Haddington (4,053) 1-4-52 | | | | | | |
| Haddington Advertiser | | W | 1d. | 7 2½ 22 | 2/6 1/3 | |
| Haddingtonshire Courier | | W | 2d. | 8 2½ 27 | 3/- 1/9 | |
| INVERNESSSHIRE— | | | | | | |
| Inverness (20,937) 1-21-49-30 | | | | | | |
| Highland Times | | W | 1d. | 6 2½ 20 | 3/- 1/6 | |
| Inverness Citizen | | W | 1d. | 6 2½ 20 | 4/6 1/6 | |
| Inverness Courier | | 2W | 2d. | V 2½ 21 | 4/- 2/3 | |
| Northern Chronicle | | W | 2d. | 6 2½ 23 | 4/- 2/3 | |
| ISLE OF BUTE— | | | | | | |
| Rothesay (15,218) 1-23-51 | | | | | | |
| Buteman | | W | 1½d. | 6 2½ 19½ | 2/6 1/4 | |
| Rothesay Express | | W | 1d. | V 2½ 20 | 2/6 9d. | |
| KINCARDINESHIRE— | | | | | | |
| Lawrencekirk (1,461) 1 | | | | | | |
| Kincardineshire Observer | | W | 1d. | 6 2½ 21 | 4/- 1/6 | |
| Stonehaven (4,856) 1-22-58-30 | | | | | | |
| Mearns Leader | | W | 1d. | 6 2½ 21 | 3/- 1/6 | |
| KIRKCUDBRIGHTSHIRE— | | | | | | |
| Castle Douglas (2,801) 1-7-29-56-75 | | | | | | |
| Kirkcudbrightshire Advertiser | | W | 2d. | 5 2½ 18 | 3/6 1/9 | |
| Dalbeattie (2,998) 29-28-12 | | | | | | |
| Stewartry Observer | | W | 1d. | 5 2½ 21 | 2/6 1/6 | |
| KINROSSSHIRE— | | | | | | |
| Kinross (2,631) 1-30-39-71 | | | | | | |
| Kinrossshire Advertiser | | W | 1½d. | 7 2½ 24 | 1/6 8d. | |

SCOTLAND—Continued

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---|-------------|--------|-------|------------|-----------|
| LANARKSHIRE— | | | | | |
| Airdrie (25,092) 4-7-40 | | | | | |
| Airdrie and Coatbridge Advertiser | | W | 2d. | 7 2½ 25 | 6/- 2/3 |
| Cambuslang (26,130) 4-40-77 | | | | | |
| Cambuslang Advertiser | | W | 1d. | 6 2½ 20 | 3/- 2/- |
| Carluke (10,178) 35-8-2 | | | | | |
| Carluke and Lanark Gazette | | W | 1d. | 7 2½ 22 | 3/- 1/6 |
| Coatbridge (43,287) 40-1 | | | | | |
| Coatbridge Express | | W | 1d. | 7 2½ 25 | 6/- 2/3 |
| Glasgow (1,034,069) 7-49-40-4 | | | | | |
| Daily Record and Mail | 204,913nsg | DM | 1d. | 5 2½ 16 | 20/- .. |
| Glasgow Bulletin | | DM | 1d. | 5 2½ 13½ | 10/- .. |
| Glasgow Citizen | | DE | 1d. | V 2½ 23 | 12/- 10/- |
| Glasgow Evening News | | DE | 1d. | 7 2½ 22 | 14/- .. |
| Glasgow Evening Times | 272,107nsg | DE | 1d. | 7 2½ 24½ | 18/- .. |
| Glasgow Herald | | DM | 2d. | 8 2½ 24½ | 25/- 22/- |
| Glasgow Weekly Herald | | W | 2d. | 5 2½ 16½ | 10/- 7/6 |
| Weekly Record | 215,944nsg | W | 2d. | 5 2½ 16 | 20/- .. |
| The Sunday Mail | 236,206nsg | W | 2d. | 5 2½ 16 | 20/- .. |
| The Sunday Post | nsg | W | 2d. | 5 2½ 15½ | 50/- 42/6 |
| Topical Times | | W | 2d. | 3 2½ 10 | 45/- 40/- |
| Hamilton (39,420) 35-40-7-1 | | | | | |
| Hamilton Advertiser | 27,000nsg | W | 2d. | 8 2½ 24½ | 7/6 5/- |
| Lanarkshire | | 2W | 1d. | 8 2½ 22½ | 4/- 1/9 |
| Motherwell (41,080) 40-35-7-74 | | | | | |
| Motherwell Times | | W | 1½d. | 6 2½ 20 | 2/6 1/9 |
| Wishaw (25,000) 40-4-7-1 | | | | | |
| Wishaw Herald | | W | 1d. | 7 2½ 24 | 2/6 .. |
| Wishaw Press and Advertiser | | W | 1d. | 6 2½ 19½ | 2/6 1/- |
| LINLITHGOWSHIRE— | | | | | |
| Bathgate (8,504) 40-4-28 | | | | | |
| West Lothian Courier | 8,500nsg | W | 2d. | 7 2½ 22½ | 3/4 2/- |
| Bo'ness (10,162) 35-1-40 | | | | | |
| Bo'ness Journal | | W | 1½d. | 7 2 21 | 2/6 1/3 |
| Linlithgow (3,880) 58-55 | | | | | |
| Linlithgowshire Gazette | | W | 1½d. | 7 2½ 24½ | 2/6 1/6 |
| NAIRN— | | | | | |
| Nairn (4,474) 1-22 | | | | | |
| Nairnshire Telegraph | | W | 1½d. | 7 2½ 21½ | 2/6 1/- |
| ORKNEYS— | | | | | |
| Kirkcubbin (3,697) 1-22 | | | | | |
| The Orkadian | 5,172nsg | W | 1½d. | V 2 V | 2/6 1/9 |
| Orkney Herald | | W | 1½d. | 5 2½ 20 | 3/- 1/6 |
| PEEBLES-SHIRE— | | | | | |
| Peebles (5,537) 43-61-1 | | | | | |
| Peebles News | | W | 1d. | 7 2½ 20 | 3/- 1/- |
| Peeblesshire Advertiser | | W | 1½d. | 7 2½ 24 | 3/- 1/- |

(Continued on page 164)

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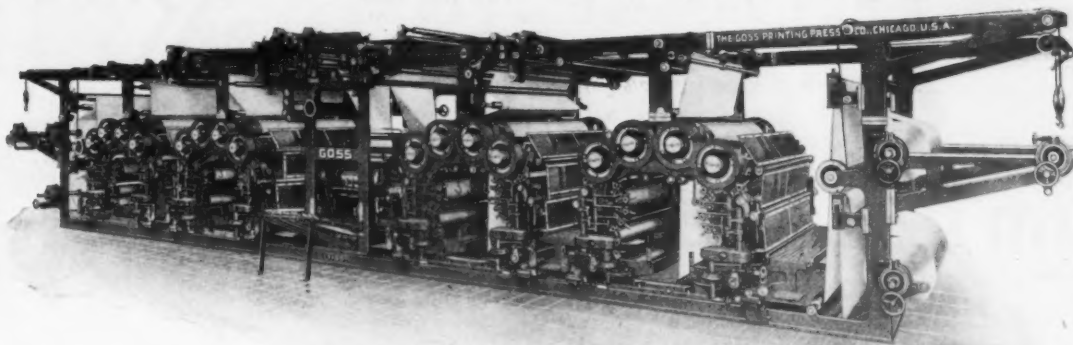
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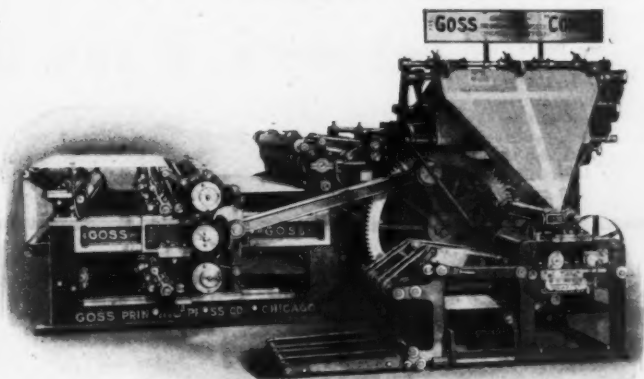
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THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD.

LONDON

BRITISH NEWSPAPERS—(Continued from page 162)

| SCOTLAND—Continued | | | | | | |
|---|-------------|--------|----------|------------|-----------|------|
| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
| PERTHSHIRE— | | | | | | |
| Alyth (1,710) 17-39-30 | | | | | | |
| Alyth Gazette | | W | ½d. | 4 2¼ 18 | 1/- | 7d. |
| Alyth Guardian and Advertiser | | W | 1d. | 6 2¼ 20 | 1/- | 7d. |
| Blairgowrie (3,072) 8-39-17 | | | | | | |
| Blairgowrie Advertiser | | W | 1d. | 6 2¼ 19 | 1/6 | 8d. |
| Bridge of Allan (3,200) 12-1 | | | | | | |
| Bridge of Allan Gazette | | W | 1½d. | 6 2¼ 22½ | 3/- | 1/- |
| Callander (1,874) 1-30 | | | | | | |
| Callander Advertiser | | W | 1½d. | 6 2¼ 22½ | 3/- | 1/- |
| Perth (33,208) 77-39-6-1 | | | | | | |
| Perthshire Advertiser | 10,465nsg | 2W | 1d. | V 2¼ V | 6/- | 3/6 |
| Perthshire Constitutional & Journal | | 2W | 1d. | 6 2¼ 19 | 4/- | 2/- |
| Perthshire Courier | | W | 1d. | 6 2¼ 22 | 2/6 | 1/3 |
| RENFREWSHIRE— | | | | | | |
| Greenock (81,120) 49-7-47-73-20-30 | | | | | | |
| Greenock Herald | | W | 1d. | 7 2¼ 22 | | 1/- |
| Greenock Telegraph | | DE | 1d. | 7 2¼ 22 | 8/- | 6/- |
| Paisley (84,837) 61-7-49 | | | | | | |
| Paisley Express | | DE | 1d. | | | |
| Paisley and Renfrewshire Gazette | | W | 1d. | 8 2¼ 22½ | 4/- | 2/- |
| Port Glasgow (21,022) 49-7-33 | | | | | | |
| Port Glasgow Express | | 2W | 1d. | V 2¼ 20 | 2/6 | 1/- |
| ROSS-SHIRE— | | | | | | |
| Dingwall (2,323) 1-22-51 | | | | | | |
| North Star | | W | 1d. | 6 2¼ 20 | 4/6 | 1/6 |
| Northern Weekly | | W | 1d. | | | |
| Ross-shire Journal | | W | 1d. | 4 2¼ 21 | 3/- | 2/- |
| ROXBURGHSHIRE— | | | | | | |
| Hawick (16,353) 43-28-55 | | | | | | |
| Hawick Express and Advertiser | | W | 1d. | | | |
| Jedburgh (2,426) 30-1 | | | | | | |
| Jedburgh Gazette | | W | 1d. | 6 2¼ 19 | 2/6 | 1/3 |
| Kelso (3,527) 1-71 | | | | | | |
| Kelso Chronicle | | W | 2d. | 7 2¼ 22½ | 2/6 | 1/4 |
| Kelso Mail | | W | 1½d. | 6 2¼ 21 | 3/- | 1/6 |
| SELKIRK— | | | | | | |
| Galashiels (12,946) 30-43-7 | | | | | | |
| Border Standard | | W | 1½d. | 5 2¼ 18 | 2/6 | 1/6 |
| Border Telegraph | | W | 1½d. | 7 2¼ 20 | 2/6 | 1/6 |
| Selkirk (5,775) 43-30-1 | | | | | | |
| Selkirk Advertiser | | W | Gratis | 3 2¼ 12½ | 2/- | 1/6 |
| Southern Reporter | | W | 2d. | 7 2¼ 20¼ | 5/- | 2/- |
| SHETLAND ISLES— | | | | | | |
| Lerwick (4,792) 22-28-1 | | | | | | |
| Shetland News | | W | 1d. | 6 2¼ 22½ | 1/3 | 10d. |
| The Shetland Times | 4,162nsg(p) | W | 1d. | 7 2¼ 22 | 2/6 | 1/3 |
| STIRLINGSHIRE— | | | | | | |
| Falkirk (33,312) 40-1 | | | | | | |
| Falkirk Herald | | 2W | 1d. 2 d. | V 2¼ 24½ | 3/6 | 2/6 |
| Stirling (21,345) 42-40-1 | | | | | | |
| Stirling Journal and Advertiser | | W | 1½d. | 7 2¼ 24 | 3/- | 1/3 |
| Stirling Observer | | 2W | 1½d. | 6 2¼ 22¼ | 3/- | 1/3 |
| SUTHERLAND | | | | | | |
| Golspie (1,518) 1-22-30-3 | | | | | | |
| Northern Times | | W | 2d. | V 2¼ 21 | 3/- | 1/6 |
| WIGTOWNSHIRE— | | | | | | |
| Newton Stewart (1,831) 1-30-35 | | | | | | |
| Galloway Gazette | | W | 2d. | 8 2¼ 29½ | 2/6 | 1/9 |
| Stranraer (6,138) 7-1-49-76 | | | | | | |
| Galloway Advertiser | | W | 2d. | 6 2¼ 19¾ | 3/- | 2/- |
| IRELAND | | | | | | |
| ANTRIM— | | | | | | |
| Ballymena (12,000) 39-30-2 | | | | | | |
| Ballymena Observer | | W | 2d. | 7 2¼ 22 | 3/6 | 2/- |
| Belfast (414,000) 49-39-33-50 | | | | | | |
| Belfast News Letter | 34,682nsg | DM | 1d. | 7 2¼ 23 | 7/6 | |
| Belfast Northern Whig | | DM | 1d. | 7 2¼ 22½ | 7/6 | |
| Belfast Telegraph | | DE | 1½d. | V 2¼ 24 | 12/6 | |
| Belfast Weekly News | | W | 2d. | 7 2¼ 23 | 3/- | |
| Belfast Weekly Northern Whig | | W | 1d. | 7 2¼ 22½ | 5/- | |
| Belfast Weekly Telegraph (Series) | | W | 1½d. | 7 2¼ 24 | 9/- | 6/6 |
| Belfast Witness | | W | 2d. | 7 2¼ 25 | 6/8 | 4/6 |
| Irish News | | DM | 2d. | 7 2¼ 23½ | 6/8 | 4/- |
| Irish Weekly | | W | 2d. | 7 2¼ 23½ | 6/8 | 4/- |
| Lisburn (14,000) 39-61 | | | | | | |
| Lisburn Herald | | W | 1½d. | 7 2¼ 22 | 2/- | 1/- |
| ARMAGH— | | | | | | |
| Armagh (9,000) 39-61-1-62-64-58 | | | | | | |
| Armagh Guardian | | W | 1d. | 8 2¼ 22 | 2/3 | 1/2 |
| Ulster Gazette | | W | 1d. | 7 2¼ 22½ | 2/3 | 1/- |
| Lurgan (14,000) 39-61 | | | | | | |
| Lurgan Mail | | W | 1½d. | V 2¼ 20 | 3/- | 1/3 |
| Portadown (12,000) 39-61-8 | | | | | | |
| Portadown News | | W | 1d. | 6 2¼ 20½ | 2/6 | 1/6 |
| CARLOW— | | | | | | |
| Carlow (12,000) 2-1 | | | | | | |
| Nationalist and Leinster Times | | W | 2d. | 8 2¼ 22 | 5/- | 2/3 |
| CAVAN— | | | | | | |
| Cavan (2,961) 1-36 | | | | | | |
| Cavan Anglo-Celt | | W | 2d. | | | |
| CLARE— | | | | | | |
| Ennis (5,460) 30-50-13 | | | | | | |
| Clare Champion | | W | 1d. | V 2¼ 24 | | |
| Kilrush (4,895) 53,45,30 | | | | | | |
| Kilrush Herald | | W | 2d. | 5 2¼ | 1/6 | |

IRELAND—Continued

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---|-------------|--------|-------|------------|-----------|
| CORK— | | | | | |
| Cork (102,000) 30-41-49-74 | | | | | |
| Cork Constitution | | DM | 1½d. | V 2¼ 23 | 9/- 4/- |
| Cork Evening Echo | | DE | 1d. | 9 2¼ 22½ | 2/9 2/3 |
| Cork Examiner | 21,786nsg | DM | 2d. | 9 2¼ 22½ | 5/6 4/6 |
| Cork Weekly Examiner | | W | 2d. | 9 2¼ 22½ | 6/- 4/6 |
| Cork Weekly News | | W | 1½d. | V 2¼ 23 | 7/- 3/- |
| DONEGAL— | | | | | |
| Ballyshannon (2,471) 39-1-13 | | | | | |
| Donegal Vindicator | | W | 1d. | 6 2¼ 20½ | 3/- 1/- |
| Letterkenny (2,500) 39-1 | | | | | |
| Donegal Independent | | W | 1d. | 6 2¼ 20½ | 3/- 1/- |
| DOWN— | | | | | |
| Banbridge (5,101) 39-1 | | | | | |
| Banbridge Chronicle | | W | 2d. | 6 2¼ 20½ | 3/- 1/9 |
| Bangor (10,000) 1-71-39 | | | | | |
| County Down Spectator | | W | 2d. | 7 2¼ 23 | 3/- 1/9 |
| North Down Herald | | W | 1d. | 8 2¼ 24 | 4/6 2/3 |
| Newry (13,000) 1-55-39 | | | | | |
| Frontier Sentinel (Series) | | W | 2d. | 7 2¼ 20½ | 3/- 1/- |
| Newry Reporter | | 3W | 1½d. | V 2¼ 20 | 4/6 1/9 |
| Newry Telegraph | | 3W | 1d. | 5 2¼ 20 | 3/- 1/6 |
| DUBLIN— | | | | | |
| Dublin (371,936) 6-41-55 | | | | | |
| Dublin Evening Herald | 58,691nsg | DE | 1½d. | V 2¼ 22 | 7/6 |
| Dublin Evening Mail | | DE | 1½d. | V 2¼ 22 | 10/- 6/- |
| Dublin Evening Telegraph | | DE | 1½d. | 7 2¼ 24 | 7/- |
| Freeman's Journal | | DM | 2d. | V 2¼ 24 | 12/6 |
| Irish Independent | 113,866nsg | DM | 2d. | V 2¼ 22 | 15/- |
| Irish Times | | DM | 2d. | V 2¼ 24 | 12/6 11/- |
| Irish Weekly Indpdt. - Sunday Ind. | 78,658nsg | W | 2d. | 7 2¼ 22 | 10/- |
| Irish Weekly Mail | | W | 1½d. | 7 2¼ 22 | 6/6 3/6 |
| Weekly Freeman | | W | 2d. | V 2¼ 24 | 10/- |
| Weekly Irish Times | | W | 2d. | 7 2¼ 24 | 6/- 4/- |
| FERMANAGH— | | | | | |
| Enniskillen (5,570) 1-36 | | | | | |
| Enniskillen Impartial Reporter | 6,119nsg | W | 2d. | 7 2¼ 22 | 5/- 2/- |
| Feramnagh Times | | W | 1½d. | 6 2¼ 20 | |
| GALWAY— | | | | | |
| Ballinasloe (5,613) 1-53-13 | | | | | |
| Western News | | W | 1d. | | |
| Galway (13,500) 30-28-22 | | | | | |
| Connacht Tribune | 9,042nsg | W | 2d. | 8 2¼ 22½ | 4/6 2/3 |
| Galway Express | | W | 2d. | | |
| Galway Observer | | W | 1½d. | V 2¼ 22 | 1/- |
| KERRY— | | | | | |
| Tralee (11,000) 13-55-30-1 | | | | | |
| Kerry News | | 3W | 1½d. | 7 2¼ 21 | 3/- 1/3 |
| Kerry Sentinel | | 2W | 1d. | | |
| Kerry Weekly Reporter | | W | 2d. | 7 2¼ 21 | 3/- 1/3 |
| KILDARE— | | | | | |
| Nass (3,800) 1-13-42 | | | | | |
| Kildare Observer | | W | 2d. | 5 2¼ 18½ | |
| Leinster Leader | | W | 2d. | 8 2¼ 22½ | 3/- 1/6 |
| KILKENNY— | | | | | |
| Kilkenny (12,500) 40-30-63 | | | | | |
| Kilkenny Journal | | 2W | 1½d. | | |
| Kilkenny People | 6,277nsg | W | 3d. | 7 2¼ 23 | 2/6 1/3 |
| The Moderator | | W | 2d. | 6 2¼ 20½ | 2/6 1/- |
| KING'S COUNTY— | | | | | |
| Birr (4,500) 13-1-59 | | | | | |
| King's County Chronicle | | W | 2d. | 7 2¼ 23 | 3/- 1/6 |
| Tullamore (5,900) 30-6-1 | | | | | |
| Offaly Independent | | W | 3d. | V 2¼ 28 | 4/6 2/3 |

(Continued on page 166)

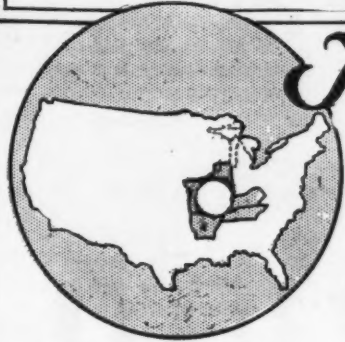
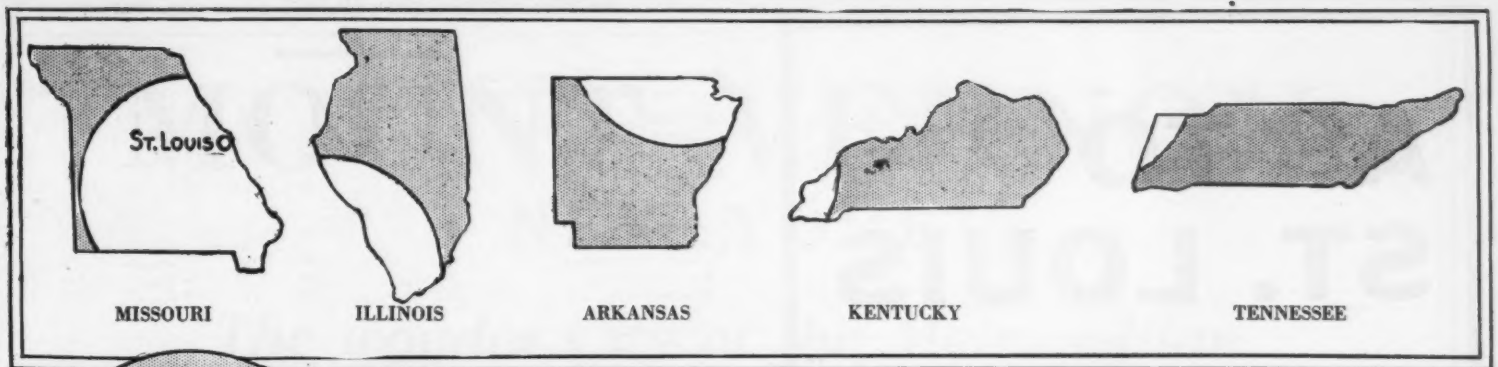
BOSTON GLOBE FIRST

During 1922 the total number of lines of Department Store advertising printed in Boston papers having Daily and Sunday editions was

GLOBE - 3,457,099 Second Paper 2,916,732

Write Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List



The **49th State**
 is a Circle--Radius 150 mi.

GET out your map, and add this new commonwealth—right in the nation's center.

Name the new state "Globe-Democrat Influence." The capital is St. Louis. The five counties are marked in white in the diagram above.

The population of the new state exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

One newspaper serves the 49th State. No other single paper even claims such coverage.

Can you think of a better newspaper situation than this?

—The largest daily in a wealthy district, exerting a tremendous influence throughout that district.

Any wonder we want to tell you about it?

St. Louis
Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. Richards
 NEW YORK

Guy S. Osborn
 CHICAGO

J. R. Scolaro
 DETROIT

C. George Krogness
 SAN FRANCISCO

Dorland Agency, Ltd., LONDON

Associated American Newspapers, PARIS

BRITISH NEWSPAPERS—(Continued from page 164)

AS TO ST. LOUIS

In most American cities you will find a newspaper that occupies a field of its own without a Sunday edition. In most instances this paper is a carefully edited, thoughtful newspaper, not given to sensationalism, having a following of readers who have the means and inclination to invest in substantial goods.

The only six-day evening paper without a Sunday edition in St. Louis is The Times, which enjoys the complete confidence of its readers, practically all of whom are in the immediate trading territory of that great and prosperous city. All of the department stores use very large space in The Times, the largest of this group alone having used last year in excess of 600,000 lines, which is quite a lot of space to use in one newspaper having no Sunday edition. The St. Louis Times is very careful of its advertising policy, co-operating with the Better Business Bureau, and seeing that this policy is made effective.

Your copy in the columns of The Times will be in good company, both personal and local.

NATIONAL ADVERTISING.

G. Logan Payne Company, Representative.

| | |
|---|------------------|
| CHICAGO | Tower Bldg. |
| DETROIT | Kresge Bldg. |
| LOS ANGELES | Security Bldg. |
| ST. LOUIS AND KANSAS CITY | Carleton Bldg. |
| Payne, Burns & Smith, Inc., Representative. | |
| NEW YORK | Fifth Ave. Bldg. |
| BOSTON | 100 Boylston St. |

Member of the Audit Bureau of Circulations.

IRELAND—Continued

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate |
|---|--------------|--------|---------|------------|-----------|
| LEITRIM— | | | | | |
| Garrick (1,800) 1 | | | | | |
| Leitrim Observer | | W | 2d. | 7 2½ 23 | 2/6 1/- |
| Mohill (1,415) 1 | | | | | |
| Leitrim Advertiser | | W | 2d. | 6 2¼ 21 | ... |
| LIMERICK— | | | | | |
| Limerick (40,000) 55-13-1-58 | | | | | |
| Limerick Chronicle | | 3W | 2d. | 8 2½ 24 | 4/6 3/- |
| Limerick Leader | | 3W | 1d. | V 2½ V | 3/- 2/- |
| Munster News | | 5W | 2d. | 8 2½ 24 | 2/6 1/6 |
| LONDONDERRY— | | | | | |
| Coleraine (8,000) 39-61-1-40 | | | | | |
| Coleraine Chronicle | | W | 1d. | ... | 3/6 1/6 |
| Northern Constitution | 12,955nsg(p) | W | 2d. | 7 2¼ 24½ | 3/9 2/9 |
| Londonderry (50,000) 49-61-28-30 | | | | | |
| Derry Journal | | 3W | 2d. | V 2½ 21½ | 4/- 1/3 |
| Derry Standard | | 3W | 2d. | V 2½ V | 4/- 1/3 |
| Irish Telegraph | | DM | 1½d. | 7 2¼ 24 | 5/- |
| Londonderry Sentinel | | 3W | 2d. | V 2½ 20½ | 4/- 1/3 |
| LONGFORD— | | | | | |
| Longford (3,000) 1 | | | | | |
| Longford Independent | | W | 2d. | 6 2¼ 20 | 2/- 1/- |
| Longford Journal | | W | 1d. | ... | ... |
| LOUTH— | | | | | |
| Drogheda (12,425) 39-52-41-6 | | | | | |
| Drogheda Advertiser | | 2W | 2d. | ... | ... |
| Drogheda Argus | | W | 1d. | ... | ... |
| Dundalk (14,000) 6-52-7 | | | | | |
| Dundalk Democrat | 8,512nsg(p) | W | 2d. | 7 2¼ 20½ | 4/6 2/3 |
| Dundalk Examiner | | W | 2d. | 5 2¼ 19 | ... |
| Dundalk Herald | | W | 1d. | 6 2½ 20½ | 3/- 1/3 |
| MAYO— | | | | | |
| Ballina (4,440) 1-59-13 | | | | | |
| Ballina Herald | | W | 1d. | ... | ... |
| Western People | | W | 2d. | 7 2½ 24 | 1/6 .. |
| Castlebar (5,600) 1-36-59-74 | | | | | |
| Cannaught Telegraph | | W | 2d. | 7 2½ 23 | 2/6 1/- |
| Westport (4,000) 1-13 | | | | | |
| Mayo News | | W | 2d. | 7 2½ 22 | 4/6 2/- |
| MEATH— | | | | | |
| Kells (2,426) 1-39-6-41 | | | | | |
| Meath Herald | | W | 1d. | ... | ... |
| Nasau (5,000) 1-13-30-59 | | | | | |
| Meath Chronicle | 3,144nsg(p) | W | 2d. | 6 2½ 20 | 3/- 1/- |
| MONAGHAN— | | | | | |
| Monaghan (4,272) 1-64-28 | | | | | |
| Northern Standard | | W | 2d. | 6 2½ 20½ | 3/- 1/6 |
| QUEEN'S COUNTY— | | | | | |
| Maryborough (3,200) 13-1 | | | | | |
| Leinster Express | | W | 1d. | 6 2½ 20 | 3/- 10d. |
| ROSCOMMON— | | | | | |
| Boyle (3,000) 1-13 | | | | | |
| Roscommon Herald | | W | 3d. | ... | ... |
| Roscommon (2,000) 1-13 | | | | | |
| Roscommon Journal | 3,000nsg(p) | W | 2d. | 6 2½ 20 | 2/6 1/- |
| SLIGO— | | | | | |
| Sligo (8,780) 13-41-1 | | | | | |
| Sligo Champion | | W | 2d. | 7 2½ 23 | 3/6 1/9 |
| Sligo Independent | | W | 1½d. | 6 2½ 20½ | 2/6 1/- |
| TIPPERARY— | | | | | |
| Clonmel (10,000) 56-41-13 | | | | | |
| The Nationalist | | 2W | 1½d. | V 2¼ 24 | 3/- 2/- |
| Nenagh (5,000) 1-61-13 | | | | | |
| Nenagh Guardian | | W | 2d. | 7 2½ 25½ | 3/3 1/4½ |
| Nenagh News | | W | 2d. | 7 2½ 26½ | 3/- 1/6 |
| TYRONE— | | | | | |
| Cookstown (3,685) 1-39-61 | | | | | |
| Mid Ulster Mail | | W | 1½d. | 7 2½ 23 | 3/- 1/6 |
| Dungannon (4,000) 1-39-30-3 | | | | | |
| Tyrone Courier & Dungannon News | | W | 2d. | 7 2½ 20½ | 3/- 1/9 |
| Omagh (4,836) 13-1-74 | | | | | |
| Tyrone Constitution | | W | 2d. | 7 2½ 22 | 2/6 1/- |
| Strabane (5,035) 39-13-1 | | | | | |
| Strabane News | | W | 1d. | 7 2½ 22 | 2/- 9d. |
| WATERFORD— | | | | | |
| Waterford (28,000) 55-40-59 | | | | | |
| Munster Express | | W | 2d. | 7 2½ 23 | ... |
| The Evening News | | DE | 1d. | 6 2½ 21½ | 3/9 2/- |
| Waterford Standard | | 2W | 2d. | 6 2½ 22 | 3/- 1/6 |
| Waterford Star | | W | 1d. | ... | ... |
| Waterford Weekly News | | W | 2d. | 6 2½ 22 | 4/3 2/6 |
| WESTMEATH— | | | | | |
| Athlone (9,000) 30-6-41 | | | | | |
| Westmeath Independent | | W | 2d. | 8 2½ 28 | 4/6 2/3 |
| Mullingar (5,500) 1-30 | | | | | |
| Midland Reporter | | 2W | 2d. | ... | ... |
| Westmeath Examiner | | W | 2d. | 6 2½ 22 | 4/6 2/3 |
| Westmeath Guardian | | W | 2d. | 7 2¼ 22 | 2/- 1/- |
| WEXFORD— | | | | | |
| Enniscorthy (5,500) 13-41-30 | | | | | |
| Enniscorthy Echo | | W | 2d. | 7 2½ 21 | 3/- 1/3 |
| Wexford (17,000) 74-41-63 | | | | | |
| Wexford Free Press | | W | 2d. | 7 2½ 22 | 3/- 1/3 |
| Wexford People (Series) | 21,245nsg pw | 2W | 1d. 2d. | 8 2½ 21 | 8/- 4/- |

(Continued on page 170)

MOUNT VERNON NEW YORK

*The wonder City of the Metropolitan
Suburban District*

The **DAILY ARGUS**

The only newspaper printed and published in the city, is making the same wonderful advance as has distinguished Mount Vernon in 1922.

THE HOME OF THE DAILY ARGUS



First Street at Second Avenue

TWO RECORDS

In 1922 Mount Vernon made a record showing in building permits—The value of the plans filed reaching the sum of **\$7,004,531**

Also in 1922, The Daily Argus carried over **7,000,000** lines of advertising, the greatest lineage of any newspaper in Westchester county and proof of the confidence people have in its value as an advertising medium.

Mount Vernon has grown from a population of 22,000 in 15 years to nearly 50,000 today, and there is a tributary population of 50,000 more

The Daily Argus goes into nearly every home in this territory. The circulation is over 8,500 daily.

Published Every Business Evening
STILES & MERRIAM, Inc.
Established 1892

Member of Audit Bureau
Circulations and A.N.P.A.

Foreign Representatives:
GEO. B. DAVID & CO.
117 Madison Ave.
New York City

A. R. KEATOR
1411 Hartford Bldg.
Chicago, Ill.

QUALITY VE WHEN YOU HEAR

Buying a Newspaper Press other than a Hoe, you can be sure that it was either because the impelling consideration was price rather than quality or because of failure to personally investigate fully the respective merits of the different machines offered, or that the great volume of orders going through our works, coupled with our high standard of manufacture, prevented us from making delivery within the time desired.

While we have been the pioneers and leaders in the manufacture of printing machinery for over one hundred years, and have by far the largest and best equipped plant of its kind in the world, especially adapted to turning out superior machinery in the quickest and most economical manner, yet the cost of construction and the time required for manufacture are necessarily greater in the case of machinery built to our high standards of design and workmanship, than for machinery of cheaper design and inferior construction.

At the present time the extraordinary demand

Superspeed and Heavy-Design Un Our Patented Automatic Pump

is taxing our manufacturing facilities to their utmost and, pending the time necessary for the enlargement of our plant capacity, we are obliged to ask our friends to con-

R. HOE

504-520 GRAND STREET,

109-112 BOROUGH ROAD,

7 South Dearborn Street
CHICAGO, ILL.

RSUS PRICE OF A PUBLISHER

Hoe Presses are designed and built to give the greatest net output and do the best work in the most efficient and economical manner — not merely to sell at a price. That they are the best investment in the long run, because of their greater speed, greater dependability, greater economy of upkeep, greater freedom from paper wastage, and longer life, is demonstrated conclusively by the continually increasing demand for them and by the fact that the majority of the prominent newspapers and magazines throughout the world are printed on Hoe Presses. The proprietors of these publications are conservative, far-seeing business men who look beyond immediate costs for efficiency and permanent value. They would not pay a higher price for Hoe Machinery unless convinced that it is *a better investment from every viewpoint.*

for newspaper presses, and particularly for our

it-Type Machines Equipped With System of Ink Distribution

sider their probable needs in the way of new press equipment as far in advance as possible, so as to give us sufficient time to take care of them properly.

& CO.

NEW YORK, N. Y.

LONDON, S. E. 1, ENG.

7 Water Street
BOSTON, MASS.

BRITISH NEWSPAPERS—(Continued from page 166)

| IRELAND—Continued | | | | | | |
|---|-------------|--------|----------|------------|-----------|--|
| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
| WICKLOW— | | | | | | |
| Bray (7,000) 51 | | | | | | |
| Bray and South Dublin Herald | W | 2d. | 5 2½ 17½ | 2/6 | 1/- | |
| WICKLOW 59-13-51 | | | | | | |
| Wicklow News Letter | W | 2d. | 5 2½ 17½ | 3/- | 1/6 | |
| BRECKNOCKSHIRE— | | | | | | |
| WALEs | | | | | | |
| BRECKNOCKSHIRE— | | | | | | |
| Brecon (5,649) 1-4-31-59 | | | | | | |
| Brecon County Times | W | 1d. | 7 2½ 18½ | 3/6 | .. | |
| Brecon and Radnor Express (Series) | W | 2d. | 8 2½ 22 | 3/6 | 2/- | |
| CARDIGANSHIRE— | | | | | | |
| Aberystwyth (11,220) 51-40-45 | | | | | | |
| Cambrian News | W | 2d. | 7 2½ 25 | 6/- | 4/- | |
| Welsh Gazette | W | 2d. | 6 2½ 22 | 7/6 | 2/- | |
| Cardigan (3,452) | | | | | | |
| Cardigan and Tivyside Advertiser | W | 2d. | 6 2½ 20½ | 3/6 | 2/3 | |
| CARMARTHENSHIRE— | | | | | | |
| Carmarthen (10,011) 1-31-4 | | | | | | |
| Carmarthen Journal | W | 2d. | 6 2 | 20 | 5/- 2/9 | |
| Carmarthen Welshman | W | 2d. | V 2¾ 20½ | 3/6 | 2/6 | |
| Llanelli (36,504) 31-40-4-69 | | | | | | |
| Llanelli Argus | W | 1d. | 6 2½ 20½ | 2/6 | 10d. | |
| Llanelli Mercury | W | 2d. | 6 2½ 20½ | 2/6 | 2/- | |
| Llanelli and County Guardian | W | 2d. | 9 2½ 27 | 3/6 | 1/9 | |
| South Wales Press | W | 2d. | 5 2½ 20 | 2/6 | 1/- | |
| CARNARVONSHIRE— | | | | | | |
| Bangor (11,032) 45-1 | | | | | | |
| North Wales Chronicle (Series) | W | 2d. | 8 2 | V | 10/- 7/6 | |
| Carnarvon (8,301) 45-1-59-4 | | | | | | |
| Carnarvon Herald (Series) | W | 2d. | 7 2½ 22 | 9/- | 6/- | |
| North Wales Observer (Series) | W | 2d. | 7 2½ 22 | 9/- | 6/- | |
| Conway (6,506) 1-51 | | | | | | |
| North Wales Weekly News (Series) | W | 2d. | 7 2½ 22½ | 4/- | 3/- | |
| Llandudno (19,290) 51 | | | | | | |
| Llandudno Advertiser | W | 2d. | 6 2½ 20½ | 2/6 | 1/9 | |
| DENBIGHSHIRE— | | | | | | |
| Colwyn Bay (18,770) 51-1 | | | | | | |
| North Wales Pioneer (Series) | W | 2d. | 8 2 | V | 8/6 5/6 | |
| Denbigh (6,783) | | | | | | |
| Baner ac Amserau Cymru | W | 2d. | 7 2½ 23½ | 6/- | 4/- | |
| Denbighshire Free Press | W | 1d. | 7 2½ 21½ | 5/- | 3/- | |
| North Wales Times | W | 1d. | 6 2½ 21 | 5/- | 3/- | |
| Llangollen (3,680) 51-45-1 | | | | | | |
| Llangollen Chronicle | W | 1d. | 4 2¾ 14 | 1/- | 6d. | |
| Wrexham (19,002) 4-40-41 | | | | | | |
| North Wales Guardian | W | 1d. | 6 2½ 20½ | 3/6 | 1/9 | |
| Wrexham Advertiser | W | 1d. | 7 2½ 22 | .. | .. | |
| Wrexham Leader | W | 1d. | 7 2½ 21½ | 5/- | 3/6 | |
| FLINTSHIRE— | | | | | | |
| Holywell (2,907) 61-4-12 | | | | | | |
| County Herald | W | 2d. | 7 2½ 22 | 2/6 | .. | |
| Flintshire Observer and News | W | 2d. | 8 2 | V | 6/- 4/- | |
| Rhyl (13,398) 51-1-22 | | | | | | |
| Rhyl Journal and Advertiser | W | 1½d. | 7 2½ 24 | 3/6 | 2/- | |
| GLAMORGANSHIRE— | | | | | | |
| Aberdare (55,010) 4-1-40-31 | | | | | | |
| Aberdare Express | W | .. | .. | 5/- | 3/- | |
| Aberdare Leader | W | 2d. | 7 2½ 20 | 3/6 | 2/6 | |
| Barry Dock (38,927) 76-21-7 | | | | | | |
| Barry Dock News | W | 2d. | 6 2½ 20½ | 2/- | 1/- | |
| Bridgend (9,206) 4-1 | | | | | | |
| Glamorgan Gazette | W | 1½d. | 8 2 | 22½ | 3/- 2/6 | |
| Cardiff (200,262) 4-49-7-31 | | | | | | |
| Cardiff Times | W | 1d. | 7 2½ 21½ | 12/- | 6/- | |
| South Wales Echo | DE | 1d. | 7 2½ 21½ | 15/- | .. | |
| South Wales Evening Express | DE | 1d. | 5 2½ 18½ | 15/- | 10/- | |
| South Wales News | DM | 1d. | 7 2½ 21½ | 15/- | 10/- | |
| Weekly Mail (Cardiff) | W | 1d. | 7 2½ 24½ | 12/- | 6/- | |
| Western Mail | DM | 1d. | 7 2½ 24½ | 18/- | 12/6 | |
| Merthyr (80,161) 4-40-19 | | | | | | |
| Merthyr Express | W | 2d. | V 2½ 18 | 6/- | 4/- | |
| Y Tyst | W | 2d. | 3 2½ 11 | 4/- | 2/6 | |
| Penarth (17,097) 49-66-3 | | | | | | |
| Penarth Times | W | 1d. | 5 2½ 18½ | 2/- | 1/- | |
| Pontardawe (34,623) | | | | | | |
| West Wales Observer | W | 1d. | 4 2½ 15 | 2/6 | 1/9 | |
| Pontypridd (47,171) 4-40-19 | | | | | | |
| Glamorgan County Times | W | 1d. | 7 2½ 21 | 3/- | 2/3 | |
| Glamorgan Free Press & Rhondda Ldr. | W | 2d. | 6 2½ 18 | 6/- | 3/9 | |
| Pontypridd Observer (Series) | W | 1d. | 6 2 | 20 | 7/6 5/- | |
| Swansea (157,561) 31-4-76 | | | | | | |
| Cambria Daily Leader | DE | 1d. | V 2½ 21¾ | 10/- | 5/- | |
| Cambrian | W | 1d. | 7 2½ 23½ | 2/6 | 1/6 | |
| Herald of Wales | W | 1d. | V 2½ 21¾ | 5/- | 2/6 | |
| South Wales Daily Post | DE | 1d. | 5 2½ 18½ | 10/- | 5/- | |
| South Wales Weekly Post | W | 1d. | 7 2½ 23½ | 2/6 | 1/6 | |
| MERIONETHSHIRE— | | | | | | |
| Bala (1,408) 45-30-1 | | | | | | |
| Bala Y Seren | W | 1d. | 4 2½ 15 | 3/- | 2/- | |
| Blaenau (8,143) 45-53 | | | | | | |
| Blaenau y Rhedegydd | W | 1d. | .. | .. | .. | |
| Corwen (3,000) 1-45-53-4 | | | | | | |
| Corwen Adsaïn | W | 1d. | 4 2¾ 15 | 1/- | 6d. | |
| Dolgelly (2,014) 4-58-51 | | | | | | |
| Y Cymro | W | 2d. | 4 2 | 13 | 4/- 2/- | |
| Y Dydd | W | 1d. | .. | .. | .. | |

WALES—Continued

| Cities, Newspapers, Populations and Key Figures to Industries | Circulation | Issued | Price | Page Sizes | Inch Rate | |
|---|-------------|--------|----------|------------|-----------|--|
| MONTGOMERYSHIRE— | | | | | | |
| Newton (5,670) 30-43-41-1 | | | | | | |
| Montgomeryshire Express | W | 2d. | 7 2½ 20 | 7/6 | 2/6 | |
| Welshpool (5,677) 1-59 | | | | | | |
| Montgomery County Times (Series) | W | 2d. | 8 2½ 23 | 3/6 | 2/6 | |
| FEMBROKESHIRE— | | | | | | |
| Fishguard (2,999) 1-76 | | | | | | |
| County Echo | W | 1½d. | 5 2½ 29 | 2/- | .. | |
| Haverfordwest (5,950) 76-1 | | | | | | |
| Pembroke County Guardian | W | 2d. | 7 2½ 25 | 5/- | 2/6 | |
| Pembrokeshire Herald | W | 1d. | 7 2½ 24 | .. | .. | |
| Pembrokeshire Telegraph | W | 2d. | 7 2½ 23 | 5/- | 2/6 | |
| Pembroke Dock (15,481) 74-49-76 | | | | | | |
| Ward-Davies's Free Press | W | 1d. | 5 2½ 18 | .. | .. | |
| Tenby (4,830) 51-22 | | | | | | |
| Tenby and County News | W | 1½d. | 6 2½ 22 | 3/- | 2/- | |
| Tenby Observer | W | 1d. | 6 2½ 22½ | 4/- | 2/6 | |
| RADNORSHIRE— | | | | | | |
| Landrindod Wells (4,605) 1-59-51 | | | | | | |
| Mid-Wales Independent | W | 1½d. | .. | .. | .. | |

BRITISH JOURNALISTS ASSOCIATIONS

NATIONAL UNION OF JOURNALISTS, 160 Fleet Street, London, E. C. 4. Objects: To defend and promote the professional interests and status of its members with regard to salary, conditions of employment, tenure of office. It pays out of work benefit, and makes benevolent, widow and orphan, and war distress grants. It is an Approved Society under the British National Health Insurance Acts, and also carries out the provisions of the British Unemployment Insurance Acts, 1920-21. It is a Registered Trade Union. Officers: President, Mr. T. A. Davies; Vice President, Mr. W. Meakin; Hon. Treasurer, Mr. W. Veitch; Editor of the official organ (The Journalist), Mr. T. Jay; General Secretary, H. M. Richardson. Qualification for membership: A man or woman shall have been three years in journalism and shall be dependent upon his or her own journalistic work. Newspaper proprietors, managers, and directors are not eligible. Subscription: Five shillings a month for full members and half-a-crown for probationary members; that is, persons of less than three years' experience. Meetings: The Executive meets at least quarterly, and there is an Annual Meeting of Delegates from each of the 91 branches. Affiliated to the Printing and Kindred Trades Federation of the United Kingdom, and to

the trade Union Congress. Membership is 4,600.

INSTITUTE OF JOURNALISTS, 2 Tudor Street, London, E. C. 4. Founded in 1884, the Institute of Journalists is the Chartered Professional Corporation organized and equipped for the purpose of maintaining the status, rights and privileges of the general body of working journalists. It resolutely safeguards their interests, and continually prevents or checks attempts at encroachments. Unemployment and provident Funds are attached to the Institute. Officers for 1923—President, Mr. Fredk. Peaker (Fellow), of London; Vice Presidents, Mr. Chas. Wells (Fellow), of Bristol, and Mr. Geo. Springfield (Fellow), of London; Hon. Vice Presidents, Mrs. Caruthers (Fellow) of London, Messrs. Chas. A. Cornish (Fellow) of Birmingham, W. Reeve Fowkes (Fellow) of Leeds, William Laty (Fellow) of London, J. V. Mahony (Member) of Dublin, William Stewart (Fellow) of Glasgow, H. Slater Stone (Fellow) of Bristol; G. A. L. Green (Fellow) of South Africa, The Hon. W. H. Triggs of New Zealand, and J. E. Woolcott of India; Hon. Treasurer, Mr. Arthur E. Watson (Fellow) of London; Hon. Secretaries, Messrs. William Laty (Fellow) of London, Henry Lashmore

(Continued on page 172)

Announcing

THE FARMER'S TELEGRAM

Issued weekly by the Evening Telegram Co.

Telegraph Building, Superior, Wis.

8 to 12 pages, 7 col., 12½ ems, 20 inches. Specializing on the news and problems of the farmers of upper Wisconsin and the Lake Superior region.

Circulation 9,000 paid in Northern Wisconsin. Rate 3½c per line.

SPECIAL REPRESENTATIVES:

Hamilton-DeLisser, Inc.

25 West 43rd Street, 127 North Dearborn Street,

New York City Chicago, Ill.

The Sun Leads All New York Evening Newspapers in Advertising Gains

DURING 1922 The Sun published 9,620,816 agate lines of advertising (32,069 columns)—an increase of 1,420,092 lines (4,734 columns) over the preceding year.

The Sun's gain was greater than the combined gain of the three other evening newspapers that increased in advertising.

The Sun's gain was 516,412 lines greater than that of the next evening newspaper.

For 10 consecutive months The Sun's gain has been larger than the gain of the next evening newspaper.

| | |
|---|--|
| <p>THE SUN, 1,420,092 Lines Gain, or 54.1% of the Total Gained</p> | <p>Gains of all other New York Evening Newspapers 1,203,638 Lines, or 45.9% of the Total</p> |
|---|--|

This record reflects the confidence of advertisers in The Sun—a confidence drawn from a consistently large and increasing volume of sales directly traceable to advertising in this newspaper.

The  Sun

280 Broadway

New York City

BRITISH JOURNALISTS' ASSOCIATIONS—(Continued from page 170)

(Fellow) of Southampton, S. Digby of India, E. F. Jenkins of South Africa, and A. W. Still (Fellow) of Straits Settlements; Hon. Editor "Institute Journal," Mr. Geo. Springfield (Fellow) of London. Qualification of Membership: A Member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 3s. 6d. per annum (Entrance Fee 10s. 6d.), or, including special Unemployment Benefit 42s. per annum. Overseas members 21s. per annum.

THE WRITERS CLUB, 10 Norfolk Street, Strand, W. C. 2. Objects: Social for women engaged in literary or journalistic work. Founded in 1891. Officers: President, Her Royal Highness Princess Christian; Chairman of Committee for 1923, Mrs. P. Champion de Crespigny; Vice Chairman, Miss G. M. Ireland Blackburne; Hon. Secretary and Treasurer, Miss Lynette B. Mitchell. Membership qualifications: Professional work of literary or journalistic nature. Subscription: Town £3 3s. Country £2 2s. Entrance Fee £1. Meetings: Dinner and Debates monthly. House Teas weekly on Fridays.

LYCEUM CLUB, 138 Piccadilly, London, W. 1. Objects: The Lyceum Club was founded to focus the work of women in art, literature, science, medicine, music, public service, journalism, drama, and other important directions. Officers: President, The Marchioness of Aberdeen and Temair; Vice President, Lady Strachey; Executive Committee, Chairman, Dr. Dickinson Berry; Vice Chairman, Mrs. Champion de Crespigny; Deputy Vice Chairman, Miss McLeod Moore; Committee, Lady Beuchcroft, Miss Sarah Clegg, Miss Millie Colea, Lady McKenzie Davidson, Mrs. Rentoul Esler, Mrs. Furnage, Mrs. Menda Gibson, Mrs. Romanne James, Dr. Sophia Jevons, Miss Winifred Mayo, Mrs. Clarke Nuttall, M.Sc., Dr. Raisin, Mrs. Henry Ruffer, Miss Sloane, Mrs. Smedley, Miss E. M. Tait. Subscriptions: Town £5 5s. Country £4 4s. Entrance Fee £2 2s. Meetings: Club Dinners and Discussions, each Monday. Affiliated Organizations: Lyceum Clubs Overseas at Athens, Basle, Berne, Barbados, Brisbane, Brussels, Florence, Geneva, Gothenburg, The Hague, Hobart, Lausanne, Melbourne (Victoria), Milan, Nice, Paris, Rome, Stockholm, Sydney.

PRESS CLUB, LTD., St. Bride's House, Salisbury Sq., Fleet Street, London, E. C. 4. Objects: To provide social amenities for jour-

nalists in London and the country and for visiting journalists to London. Officers: President, Viscount Burnham, C. H.; Chairman, Wm. H. Lock; Hon. Secretary, Chas. B. Eymes; Hon. Treasurer, E. Montague Smith; Hon. Asst. Secretary, Walter J. Mason; Hon. Assistant Treasurer, Fred C. Snyell. Members of journalistic, musical and artistic professions are eligible. Subscription: £5 5s. per annum. Affiliated to other Press Clubs in England.

ASSOCIATION OF WOMEN JOURNALISTS, Sentinel House, Southampton Row, London, W. C. 1. Founded for the association of women engaged in journalism, either as writers, or artists in black and white, in the United Kingdom, the Colonies and abroad, and for promoting and protecting the personal and professional interests of its members; and to maintain and improve the status of journalism as a profession for women. Officers: President, 1922-1923, Viscountess Burnham; Chair, Lady Brittain; Vice Chair, Miss F. Knowles-Foster, F. E. G. S.; Hon. Treasurer, Lady Doughty; Hon. Secretary and Editor of Society's Magazine, Mrs. E. A. Binstead. Subscriptions: Town £1 1s. per annum; Country or Foreign, 10s. 6d. per annum. Affiliated to the League of American Penwomen, and the Canadian Women's Press Club.

LONDON UNIVERSITY JOURNALISM STUDENTS' UNION, University College, London, W. C. 2.—Members: All students of the Journalism Course at the University of London are eligible for membership, the subscription is 1s. per session. Officers: President, Mr. Leonard Boase (University College); Hon. Secretary, Miss White (University College); Hon. Treasurer, Miss Isaacs (King's College). Committee: Mr. Toksvig (King's), Miss Haldin (University), Mr. Harding (East London), Mr. Finlay (University), Miss Dempster (King's). Committee consists of the officers and five members, elected from the body of the Union, irrespective of the college to which they belong.

PARLIAMENTARY PRESS ASSOCIATION, Press Gallery, House of Commons, London, S. W. 1. A organization of the newspaper men engaged in reporting the proceedings of Parliament.

JOURNALISM STUDENTS' UNION, King's College, Strand, London, W. C. 2. A post-graduate association of students who have passed through the courses of journalism at the London University College.

eration of Southern Newspaper Owners (Secretary, William Lewis, 6 Bouverie Street, E. C. 4).

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the Fund, and their Widows and Families. Founded 1864. Officers, 1923: President, The Viscount Burnham, C. H.; Secretary, S. G. Smeed.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Objects: To deal with matters of common interest in the production and distribution of London morning, evening and Sunday newspapers. Names of Officers: The Rt. Hon. Viscount Burnham, C. H. (Chairman); The Rt. Hon. Lord Riddell (Vice Chairman); T. W. McAra, J. P. (Secretary). Membership Qualifications and Subscriptions: Proprietorship of a London morning, evening or Sunday newspaper. Subscription: Determined annually on the basis of wages paid. Frequency of Meetings: Fortnightly. There are no Affiliated Organizations.

WEEKLY NEWSPAPER AND PERIODICAL PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. The result of the Association's efforts in connection with the Railway Rates, effecting a saving of more than £50,000 per annum to its members, is a notable instance of the advantages of combined action. Officers: Chairman, The Rt. Hon. Lord Riddell; Vice Chairman, Mr. George Spring (London Opinion); Deputy Chairman, Mr. J. M. Bathgate (C. Arthur Pearson, Ltd.); Secretary, E. O. Norton. Membership Qualification: as indicated in first paragraph. Council meetings are held fortnightly.

BRITISH ASSOCIATION OF TRADE & TECHNICAL JOURNALISTS, LTD., Sicilian House, Southampton Row, London, W. C. 2. From the date of its foundation in 1915, the British Association of Trade and Technical Journals has proved itself to be a live and progressive organization in promoting the interests of British trade and technical journals, and it has always endeavored to raise the standard of such publications. Membership is open to any reputable business paper, British owned, and published within the British Empire. The subscription is payable at the rate of 1d. per page on the total advertising carried during the year; minimum subscription £3 3s. 6d.; maximum £10 10s. 6d. The normal business of the Association is conducted by the Council which meets regularly at fortnightly intervals. General meetings of the members for the discussion of papers and business topics are called as and when required. There are no directly affiliated or-

ganizations, but the Association works in friendly co-operation with other newspaper organizations when matters arise which call for joint action. The membership comprises over 80 publishing houses, controlling nearly 200 trade and technical journals. Officers: President, J. N. Butler (Grocer's Gazette); Vice Presidents, Sir Edward M. Iliffe, C. B. E. (The Autocar), Herbert G. Crockett (Leather World), G. Keville Davis (Chemical Trade Journal), E. J. Dodd (Canadian Machinery), W. A. Standering (Motor Cycle & Cycle Trader); Hon. Alderson Smith (Electrical Industries); Hon. Treasurer, W. Alderson Smith (Electrical Industries); Members of Council, H. E. Binstead (Furniture Record), E. S. Caton (Tobacco), G. Cokayne-Naylor (New Zealand Motor & Cycle Journal), A. B. Deane (Licensing World), F. Dolman (Art Trade Journal), E. V. Hyde (Fish Trades Gazette), Holbrook Jackson (Draper's Organiser), J. A. Kay (Railway Gazette & Railway News), E. G. King (Engineering & Industrial Management), W. A. MacIaren (Waste Trade World), Frank Nasmith (Textile Recorder), A. H. Shaw (Hardwareman and Ironmonger Chronicle), H. Sinclair (The Planemaker), Otto Thomas (Motor Traction), H. Eustace Vickers (Indian & Eastern Engineer), H. Wassell (Machinery), E. W. Willis (World's Carriers and Carrying Trades Review); Chairman, Percival Marshall (The Model Engineer); Secretary, Arthur C. Brookes.

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of

periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The last of these conferences was held in Canada in 1920. Over one hundred newspaper proprietors and editors from all over the British Empire took part in the Conference and were entertained by the Canadian Government and the Canadian Section of the Union during a 9,000-mile tour of the Dominion. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-empire news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa and Canada. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, The Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Chairman, Robert Donald, LL.D.; Members of the London Council, Sir John Arnott, Bart. (Irish Times, Dublin), G. G. Armstrong (Daily News), J. Gomer Berry (Daily Graphic), R. D. Blumenfeld (Daily Express), Sir Robert Bruce, LL.D. (Glasgow Herald), Sir Andrew Caird, K. B. E. (Evening News), J. Heddie (Evening Standard), Sir Edward Hulton (Daily Sketch), Sir Edward M. Iliffe (British Association of Trade and Technical Journals), J. Henson Inghel (Sussex Daily News), Sir Roderick Jones, K. B. E. (Reuter's, Ltd.), Valentin Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson, D. S. O., M. C. (Daily Telegraph), T. Marlowe (Daily Mail), Sir Frank Newnes, Bart. (George Newnes, Ltd.), H. E. Peacock (Morning Post), Ernest A. Perris (Daily Chronicle). (Continued on page 174)

BRITISH NEWSPAPER ASSOCIATIONS—1923

THE NEWSPAPER SOCIETY, 10 Salisbury Street, London, E. C. 4. The oldest British newspaper organization, having been founded in 1836 and reconstituted in 1917 and 1921. Is an association of the principal newspaper owners of the provinces and watches their interests in general affairs relating to newspaper production, and negotiates on their behalf with other trade organizations when matters affecting newspaper owners arise. Officers for the Year 1922-1923: President, Sir James G. Owen (Express & Echo, Exeter); Immediate Past President and ex-officio Member of Council, Mr. Valentine Knapp (Surrey Comet); Hon. Vice Presidents, Sir David Duncan (South Wales News), Mr. John B. Scott (Manchester Guardian), Sir Meredith T. Whitaker (Scarborough Mercury), Mr. Valentine Knapp (Surrey Comet); Vice Presidents (by vote of Annual Meeting), Mr. J. D. Jeremlah (Daily Dispatch, Manchester), Mr. W. Astle (Stockport Advertiser); Hon. Treasurer, Sir George Toulmin (Lancashire Daily Post); Hon. Solicitor, Mr. J. C. Soames; Trustees, Sir Francis Caruthers Gould (Westminster Gazette), and Mr. Carmichael Thomas. Affiliated to the Newspaper Society are the following district societies: Hampshire & Isle of Wight Newspaper Owners' Association (Secretary, S. A. Penney, Southampton Times, Southampton), Herts & Beds. Newspaper Proprietors' Association (Secretary, L. A. Wheeler, Letchworth Citizen, Letchworth), Berks, Bucks & Oxfordshire Newspaper Society (Secretary, F. W. Neale, Reading Mercury, Reading), Sussex Newspaper Owners' Association (Secretary, Arthur Beckett, Eastbourne Gazette, Eastbourne), Three Shires Newspaper Society (Secretary, El. W. Bennet, Gloucestershire Echo, Cheltenham), Shropshire & North Wales Newspaper Owners' Association (Secretary, C. P. Gasquoine, Border Counties Advertiser, Oswestry), Staffordshire & Warwickshire Newspaper Association (Secretary, C. E. Ward, Birmingham News, Birmingham), Yorkshire Newspaper Society (Secretary, A. M. Wisely, Yorkshire Herald, York) (Weekly Section, Secretary, Percy Hartley, Brighouse Echo, Brighouse), Kent Newspaper Proprietors' Association (Secretary, E. G. Bassett, Sidcup Times, Sidcup), Surrey Newspaper Association (Secretary, Chas. Kent, Surrey Mirror, Redhill), Federation of South-Western Newspaper Owners (Secretary, A. Browning-Lyne, Cornish Guardian, Bodmin), Middlesex Newspaper Proprietors' Association (Secretary, S. J. King, Ealing Gazette, 213 Uxbridge Road, W. Ealing, W. 13), East Anglian Newspaper Owners' Society (Secretary, B. W. Elkington, East Anglian Daily Times, Ipswich), Cumberland and Westmoreland Newspaper Owners' Society (Secretary, Arthur Hickling, Carlisle Journal, Carlisle), Midland Federation of Newspaper Owners (Secretary, G. E. Ward, Birmingham News, Birmingham), The Irish Newspaper Society (Secretary, W. T. Brewster, Irish Independent, D'Olier Street, Dublin), The Scottish Daily Newspaper Society (Secretary, F. T. Mudie, 2 Albert Square, Manchester), Fed-

For Directory of Features

See Page 243

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

Prosperity Reigns in West Kentucky

Bank clearings show an increase over last year of 25%—
Retail sales increased 27%—
Every factory has operated full time all year, with 20% more persons at work than a year ago.
Organization of tobacco growers along California cooperative lines insures sale of this year crop at big advance in prices.
The Paducah Sun shows an increase in circulation of 40% over a year ago. See A. B. C. statement.

THE PADUCAH EVENING SUN

Paducah, Ky.

National Representatives: Alcorn-Seymour Co.—Chicago, New York, St. Louis, Me.

THEODORE HIERTZ METAL CO.

8011 ALASKA AVE. ST. LOUIS, MO.

MAKE

STEREOTYPE, LINOTYPE, MONOTYPE and other TYPE METALS

We Furnish 100% of the Newspapers of St. Louis with All Their Requirements of Type Metals.

*Leads the Entire World
In Advertising Gains 1922 over 1921*



GAINED 3,493,854 LINES

| | |
|--------------------------------|-----------------------------|
| Los Angeles Evening Express | LOST 937,020 Lines |
| Los Angeles Evening Record | LOST 1,268,120 Lines |

The Evening Herald

covers the field completely. It is read by 155 out of every 200 families in Los Angeles and vicinity.

Dominate this busy territory by concentrating your advertising in

The Evening Herald

*Largest
Daily Circulation
in the
Entire West*

Representatives:

H. W. MOLONEY, 604 Times Bldg.,
NEW YORK, N. Y.

G. LOGAN PAYNE CO.,
401 Tower Bldg., 6 N. Michigan Av., CHICAGO

A. J. NORRIS HILL, 710 Hearst Bldg.,
SAN FRANCISCO, CALIF.

BRITISH ASSOCIATIONS—(Continued from page 172)

The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), H. C. Robbins (Press Association), C. P. Scott (Manchester Guardian), Sir Campbell Stuart, K. B. E. (Times), A. H. Watson (Westminster Gazette), H. A. Woodcock (Financial News), T. Young (Weekly Newspaper and Periodical Proprietors' Association); Hon. Life Member, Sir Harry Brittain, K. B. E., LL.D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor or some other responsible member of their staffs. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers £10, evening newspapers £7, or organizations of proprietors £10, news agencies £10. London national weeklies, and trade and technical journals, and other periodicals £5, provincial weeklies £3, Associates £3. Frequency of Meetings: The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society, The British Association of Trade and Technical Journals, and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

ASSOCIATION OF ADVERTISEMENT MANAGERS OF THE LONDON AND PROVINCIAL PRESS, 3 Racquet Court, Fleet Street, London, E. C. 4. Objects: The betterment of Advertising. Officers: President, H. J. Lees

(The Scotsman); Vice President, Philip Emanuel (Odhams, Ltd.); Hon. Treasurer and Secretary, A. Shevlin-Thomas (Schoolmaster); Assistant Secretary, E. H. Hull; Council of Management, C. Crane (Leicester Mercury), F. Johnson (Liverpool Post & Mercury), J. A. W. Muddle (D. C. Thomson & Co., Ltd.), F. Osborne (Ward, Lock & Co., Ltd.), H. C. Paterson (Yorkshire Post), G. E. Perman (Temple Press, Ltd.), S. H. Perrin (Sheffield Telegraph), A. Richardson (Daily Chronicle), W. R. Robertson (Amalgamated Press, Ltd.), G. Scott (Glasgow Herald), F. Simons (Daily Express), Geo. Sparkes (Daily Graphic, By-stander, etc.). Subscription: One Guinea per annum. Meetings: Weekly luncheon.

FLEET STREET CLUB, Anderton's Hotel, Fleet Street, London, E. C. 4. Objects: Luncheon and social. Officers: President, Chas. Crane; Vice President, S. D. Nicholls; Committee, Mr. W. J. Baxter, Mr. S. G. Cobam, Mr. E. Folkes, Mr. F. A. Hardy, Mr. S. D. Nichols, Mr. A. Harold Paine, Mr. F. H. Wilkinson, Mr. M. Blythe (ex-officio); Hon. Treasurer, T. C. Walters; Hon. Secretary, Mr. S. A. Willmott. Membership is restricted to newspaper and periodical advertising representatives. Meetings: Daily, except Saturdays. Not affiliated to any other organization although practically all the Advertising Clubs, etc., in existence emanated from the Fleet Street Club. In existence since 1885, and objects have been social all the way through. The National Advertising Society was founded by the Fleet Street Club. Also the originators of the Fleet Street Week for Bart's when some £7,200 was collected for St. Bartholomew's Hospital. Two Fleet Street Club members have been made Governors of Bart's Hospital.

BRITISH ADVERTISING ASSOCIATIONS AND CLUBS

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., 134 Fleet Street, London, E. C. 4. (Branch offices: Veno Bldgs., Manchester; 22 Renfield Street, Glasgow). Objects: To protect and promote the common interests of buyers of publicity; to secure and authentic facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.) and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Officers: Vice Presidents: Lord Leverhulme, Sir Jesse Boot, Bt., Sir Herbert T. F. Parsons, Bt., Sir Hedley F. Le Bas. Honorary Central Executives: Mr. J. R. Bedford (H. A. & D. Taylor, Ltd.), Mr. E. S. Daniels (Ingersoll Watch Co.), Mr. A. S. Dixon (Brown & Polson, Ltd.), Dr. G. E. Dixon (Capauloids, Ltd.), Mr. F. W. Goodenough (British Commercial Gas Association), Mr. H. G. E. Greville (Anglo-American Oil Co., Ltd.), Mr. C. B. Gwynn (Bradford Dyers Association, Ltd.), Mr. R. H. Hamersley (English Margarine Works (1910)), Mr. W. H. Hartley (International Multigraph Co., Ltd.), Mr. E. Horton (Bees, Ltd.), Mr. J. A. Kenningham (Condy & Mitchell, Ltd.), and Secretary, Association of British Proprietaries), Mr. N. F. Kingzett (The Sanitas Co., Ltd.), Mr. H. Dudley Parsons (Dunlop Rubber Co., Ltd.), Mr. Russell Rumney (Ridges Food Co.), Mr. C. J. Sabiston (International Correspondence School, Ltd.), Mr. A. E. Shead (Remington Typewriter Co., Ltd.), Mr. J. A. South (John Steedman & Co.), Mr. D. Ventura (Australian Soap Co.), Mr. H. B. Watling (British Cycle & Motor Cycle Manufacturers & Traders' Union, Ltd.), Mr. William Welby (Aebille Serre, Ltd.), Mr. E. H. Willmott (Ashton & Parsons, Ltd.), Mr. H. W. Thompson (Hugon & Co., Ltd., representing Northern Executive), Mr. A. W. Fisher (Pullers, Ltd., representing Scottish Executive), Mr. J. D. C. MacKay (School of Accountancy, representing

Scottish Executive). Also Provincial Executives in Scotland and Northern England. General Secretary (London), H. T. Humphries; Secretaries Provincial Executives, B. A. Ward (Manchester), D. J. Black (Glasgow). Membership subject to election by Hon. Central Executive. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £5 5s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated.

NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Astor; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Leverhulme, Viscount Rothermere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Sir W. E. Berry, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, Mr. T. P. O'Connor, M. P., Mr. Walter Haddon; Trustees, Viscount Burnham, C. H., Viscount Leverhulme and Mr. Walter Haddon; Hon. Chairman, E. W. Barney; Hon. Vice Chairman, E. T. Nind; Hon. Committee, Mrs. E. M. Wilson, Miss M. J. Lyon, H. C. Anning, M. Blythe, Samson Clark, C. D. Fastnedge, F. Johnston, G. J. Orange, C. B. E., F. Osborne, H. C. Paterson, A. Richardson, J. H. Salt, G. Scott, A. H. Simpson, H. Evan Smith; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

INCORPORATED SOCIETY OF BRITISH ADVERTISING AGENTS, 110 St. Martins Lane, London, W. C. 2. An Association of many of the principal advertising agencies of Great Britain, but not inclusive of all. Has an Audit Bureau of Circulations in course of formation. Secretary, M. Thunder.

ALDWOCH CLUB, LTD., 18 Exeter Street, Strand, London, W. C. 2. A social club of advertising men and business men connected with the Press. Officers: Sir William E. Berry; Chairman, Wareham Smith; Secretary, E. T. Nind; Treasurer, A. L. Haydon. Subscriptions, £6 6s. per annum. Entrance Fee £6 6s.

LONDON AD. CLUB. For the discussion of topics relating to the improvement of advertising methods. Secretary, E. V. Lawes, Saturday Review Offices, 9 King Street, Covent Garden, London, W. C. 2.

PUBLICITY CLUB OF LONDON, Hotel Cecil, Strand, London, W. C. 2. Objects: To provide facilities for lectures, discussions and debates upon all matter pertaining to advertising; to arrange instructional visits to printing, paper, blockmaking and other works of interest to advertising men and women; to gather information upon any matters pertaining to advertising and to record same; to establish and maintain a Reference Library for the use of members, to publish reports of the Club's meetings and any other material which the executive shall deem desirable; to form local branches and generally to take any other steps which the executive may deem expedient to promote the welfare of the club. Names of Officers: Chairman, Mr. R. T. Thornberry; Hon. Treasurer, Mr. E. J. Pencock; Hon. Secretary, Mr. Andrew Milne, 51 New Oxford Street, W. C. Subscription: 21s. per year. Frequency of meetings: Every fortnightly Monday. No Affiliated organization.

THIRTY CLUB OF LONDON, 38 Holborn Viaduct, London, E. C. 1. Devoted to the betterment of Advertising. Officers: President, John Chesire, Central Buildings, Blackfriars, E. C. 4; Vice President, W. S. Crawford, 233 High Holborn, W. C. 1; Hon. Treasurer, Philip Emanuel, 93 Long Acre, W. C. 2; Hon. Secretary, C. Harold Vernon, 38 Holborn Viaduct, E. C. 1. The Club meets monthly. Subscriptions: Three Guineas per annum. No Affiliated organizations.

OVERSEAS JOURNALISTS' ASSOCIATIONS IN LONDON

BRITISH INTERNATIONAL ASSOCIATION OF JOURNALISTS, 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The Object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, Sir William Berry, Bart.; Hon. Treasurer, Walter Jerrold, F. J. I.; Hon. General Secretary, Leon Gaster, F. J. I. Membership qualifications and subscriptions: The Association consists of journalists only, ladies or gentlemen who are or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, Members of the Newspaper Society of Great Britain and Ireland. The nomination of a candidate, not a member of

the above bodies, must be supported by a proposer and two seconders, qualified Members of the Association, and the nomination form shall contain the name of the publication with which the candidate is associated. The Annual Subscription is Ten Shillings. Frequency of Meetings: Meetings take place at intervals throughout the year and visits to foreign countries (sometimes at the invitation of the Governments of the countries visited) are arranged periodically. Affiliated Organizations: The Association is affiliated with the Union Internationale de Press Associations, founded in 1894 for the purpose of promoting friendship among journalists of different countries, and of advancing matters of professional importance as well as for the consideration and discussion of questions of professional interest by delegates of the various Associations. The Association also works in co-operation with the Institute of Journalists, The Newspaper Proprietors' Association, the Foreign Press Association and the Association of American Correspondents in London.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON, 135 Fleet Street, London, E. C. 4. Objects of the Association are to promote co-operation among its members, to protect their interests and to assist their work, by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, Arthur S. Draper; Vice President, R. M. Collins; Secretary, John S. Steele; Treasurer, Sidney Thatcher; Executive Committee, Hal O'Flaherty, Ernest Marshall, Joseph W. Grigg, J. McH. Stuart, Ralph Turner. Membership Qualifications: Full members, who are fully accredited resident members of the staffs of American daily newspapers and news agencies maintaining a cable service. Associate members, who are visiting representatives of American newspapers, publications, and news agencies and occasional mail correspondents who are properly accredited. Subscriptions: Full Members or Staffs possessing full membership £3 per annum. Associate Members £1 per annum. Meetings: Regular monthly meetings on first Wednesdays.

FOREIGN PRESS ASSOCIATION IN LONDON. Objects: To hold together the interests of foreign newspaper correspondents located in London. President, M. J. de Marsillac, Le Journal Office, 176 Fleet Street, London, E. C. 4.

BRITISH JOURNALISTIC AND ADVERTISING COURSES

UNIVERSITY OF LONDON (Journalistic Course) at Five Centres, University College, King's College, Bedford College, London School of Economics and East London College. The University Course for the Diploma for Journalism and the general arrangements for the admission of students and for the examination have been placed by the Senate under the organization of a Journalism Committee of the University, which consists of the following persons: The Chancellor (The Earl of Rosebery, K. G.), ex-officio; The Vice Chan-

(Continued on page 176)

HERE IS YOUR OPPORTUNITY
TO SECURE SOME GOOD
USED NEWSPAPER PRESSES

Scott, Three-Tiered, Two-Page-Wide Press. Prints 4-6-8-10 or 12-page papers at 24,000 per hour; 16-20 or 24 pages at 12,000 per hour; 7 or 8 columns to page. Page length 23 9/16 inches.

Scott Three-Deck, Two-Page-Wide Press with columns along cylinder. Prints 4-6-8-10-12-14-16-18-20 or 24 page papers delivering all products inset and folded to half page size.

Scott, Four-Deck, Two-Page-Wide Press. Quadruple Capacity. Prints 4-6-8-10-12-14 or 16 page papers at 24,000 per hour, 20-24-28 or 32 page papers at 12,000 per hour. Page 23 9/16. Eight columns to page.

Hoe Sextuple Web Press with Color Cylinder and Double Folder. Prints 4-6-8-10 or 12 page papers at 48,000 per hour; 14-16-18-20-22 or 24 page papers at 24,000 per hour, with first and last pages in extra color if desired.

Hoe Double Sextuple Web Press with Four Central Folders and Color Cylinder. Prints 96,000 4-6-8-10- or 12 pages inset in one section; prints 72,000 14 or 16 pages, inset in one section; 48,000 18-20-22 or 24 pages; 36,000 28 or 32 pages in two collected sections; 24,000 26-28-30-32-34-36-38 or 40 pages associated in two sections, with the first and last page of every section printed in one extra color and black.

If interested in any press on list write us. Just tell us your requirements. We will find the press for you.

WALTER SCOTT & CO. Plainfield, N. J.
NEW YORK CHICAGO
1457 Broadway 1441 Monadnock Block

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

Trenton Times

*Proven a Great Food, Family and Home Medium;
is a great business getter for any right product*

Nearly 200 National Advertisers Use the Times Each Month
(193 in Oct. 1922: 195 in Nov. 1922)

and the fact that our

**NATIONAL DISPLAY COPY IN 1922
INCREASED 20% OVER 1921**

is a fair indication of the trend of national advertisers and informed advertising agencies toward

TRENTON FOR RESULTS

Total National Display lineage in Times in 1921-1,333,262
and in the year 1922-1,600,578

A gain of 267,316 lines or over 20%

Few if any papers

Surpass the Trenton (N. J.) Times Food Feature Department

GENERALLY 4 FREQUENTLY 5 OCCASIONALLY 6

Food Pages Every Thursday

These pages devoted exclusively to food news, recipes and food advertising have been wonderfully productive to the manufacturer as well as to the grocer who consistently uses them.

Though we carry four wire services, stories, comics, and many pictures,

***A House to House Survey Proved the Food Feature
Department was the BEST Feature the Times Carried***

A net circulation of 34,000 in this prosperous territory is a profitable investment for any advertiser—especially those seeking to reach the buyer of home and family supplies.

A. B. C. Member—flat rate 8c

Daily
Marbridge Bldg.
New York

Trenton Times
KELLY-SMITH CO.

Sunday
Lytton Bldg.
Chicago

BRITISH JOURNALISTIC AND ADVERTISING COURSES
(Continued from page 174)

cellor (Mr. H. J. Warins, M. S.), ex-officio; The Chairman of Convocation (Dr. B. M. Walmaley, D. Sc., M. I. E. F. R. S.), ex-officio; The Provost of University College (Sir Gregory Foster); The Principal of King's College (Dr. Ernest Barker, M. A., LL.D.); The Principal of Bedford College (Miss M. J. Tukey, M. A.); The Principal of East London College (Mr. J. L. S. Hutton, M. A.); The Director of the London School of Economics and Political Science (Sir William Beveridge, E. C. B., M. A., B. C. L.); Mr. Valentine Knapp (Past President Newspaper Society and Chairman of the Courses for Journalism); Mr. J. R. Scott (Manchester Guardian); Mr. J. L. Garvin (The Observer); Sir Roderick Jones (Managing Director, Reuters); Mr. Frederick Peaker (Hon. Secretary of Institute of Journalists); Mr. J. Alfred Spender (late Editor, Westminster Gazette); Mr. H. Wickham Steed (Editor, The Times); Mr. Herbert Cornish (Member, Institute of Journalists); Mr. Fred Miller (Assistant Editor, The Daily Telegraph); Mr. W. Meakin (Member, National Union of Journalists); Mr. H. M. Richardson (General Secretary, National Union of Journalists); Dr. Hugh Dalton (D. Sc., M. A., of the London School of Economics and Political Science); Miss F. C. Johnson (M. A. of Bedford College); Mr. A. W. Reed (M. A. of King's College); Mr. Lawrence Solomon (M. A. of University College); Professor Sir Sidney Lee (F. B. A. of East London College). The College Tutors for Journalism Diploma Courses are: University College, Mr. Lawrence Solomon, M. A.; King's College, Mr. A. W. Reed, M. A.; Bedford College, Miss F. C. Johnson, M. A.; London School of Economics and Political Science, Dr. Hugh Dalton, D. Sc., M. A.; East London College, Prof. Sir Sidney Lee, D. Litt., F. B. A.

LONDON POLYTECHNIC, 309 Regent Street, London, W. 1. (Headmaster, Capt. W. J. Weston, M. A., B. Sc., London). Journalism Course: In Two Sections, Practice and Fiction Writing. Principal of Course, Mr. F. M. Dudney. Number of students in 1922 Autumn-Winter Session: Practice 23; Fiction Writing, 22. Advertising Course. Lectures and Practical Work and Discussion. Principal of Course, Mr. Cyril O. Freer. Number of students in 1922 Autumn-Winter Session, 169.

MARYLEBONE COMMERCIAL INSTITUTE, Upper Marylebone Street, Great Portland Street, London, W. 1. Course in Advertising and Salesmanship. Principal, F. Bushworth. Classes held Tuesdays. Lecturer, Mr. A. C. Jameson Green. Session extends from September to July. Affiliated to the Marylebone Central Junior Commercial Institute, 64 High Street, W. 1; the Pultney General Institute, Peter Street, Solo, W. 1; Stanhope Street General Institute, Easton Road, N. W. 1, and St. Michael's General Institute, Star Street, Edgware Road, W. 1.

NEWS DISTRIBUTING AGENCIES IN GREAT BRITAIN

PRESS ASSOCIATION, LTD., Byron House, 85 Fleet Street, London, E. 4. The Association is a co-operative one, owned by the provincial newspapers of the United Kingdom. Each class of newspaper—morning, evening or weekly—must hold the number of shares prescribed for its class, neither more nor less. The object of the Association is the collection and supply to its members of reliable news. Officers are: Messrs. Harry C. Robbins and G. E. Hodgson, Joint General Managers, and P. A. Shaw, Secretary. The present chairman is Sir Joseph Reed, of the Newcastle Chronicle. The Annual Meeting of shareholders is held in May.

CENTRAL NEWS, LTD., 5 New Bridge Street, London, E. C. 4. The Central News is engaged in the supply of News and News-Photographs to the Newspapers, Clubs, etc., of the country and of foreign countries on a commercial basis. Managing Director, W. P. Forbes. The only foreign affiliated

organizations are the Central News of America and Central News Photo Service, and the New York Bureau Association at 26 Beaver Street, New York, U. S. A., but have close relations for the interchange of news-telegrams with the Fournier News Agency, Paris, and the Vas Dias News Agency, Amsterdam.

EXCHANGE TELEGRAPH CO., LTD., 64 Cannon Street, London, E. C. 4. For the supply of News of every description to newspapers, clubs, institutions and private persons. Officers: Wilfred King, Managing Director; Geo. F. Hamilton, Secretary; E. G. Tillyer, Chief Engineer. Subscriptions: According to Service taken. Branch Offices, 71 Lord Street, Liverpool; West India House, Baldwin Street, Bristol; 24 Middle Street, Brighton; Crown Chambers, Land of Green Ginger, Hull; 3 Royal Exchange Court, 85 Queen Street, Glasgow; 61 Albion Street, Leeds; 3 Brown Street, Manchester.

REUTERS, LTD., Sir Roderick Jones, managing director, London office; F. Douglas Williams, general manager, New York office; I. M. Norr, acting general manager, New York office.

ASSOCIATED PRESS OF AMERICA, London office, 24 Old Jewry, London, E. C. 2; R. M. Collins, head of London staff.

UNITED PRESS ASSOCIATIONS OF AMERICA, London office, 161 Temple Chambers, London, E. C. 4. Ed. L. Keen, manager.

AUSTRALIAN PRESS ASSOCIATION, 10 Salisbury Square, Fleet St., London, E. C. 4. A news organization of newspapers on the lines of the Associated Press of America; Taylor Darbyshire, manager.

BRITISH SCHOOLS OF PRINTING

Regular classes are arranged at the following: London: L. C. C. School of Printing, Stamford Street, S. E. The Aidenham Institute, St. Pancras, Camberwell School, S. E.

and instruction is also given for juniors at the L. C. C. school, Theobald's Road, London, W. C. The technical and art schools in the following cities and towns also include regular classes in the Winter Session—Birmingham, Nottingham, Leicester, Manchester, Liverpool, Bradford, Leeds, Bristol, Hull and Huddersfield. In Scotland there are classes at Edinburgh, Glasgow and Aberdeen. In Ireland, at Belfast, and Dublin.

FOREIGN CORRESPONDENTS IN THE UNITED STATES

Agence Havas, Paris—A. Lieberfeld, 51 Chambers street, New York City; R. Remy, Albee Building, Washington, D. C.

American-Swedish News Exchange—Dr. B. H. Brilloth, Room 827, 154 Nassau street, New York City.

Amsterdam (Holland) De Telegraaf—G. J. M. Simons, Room 758, 25 Broadway, New York City.

Amsterdam Handelsblatt—D. J. de Ballueck, 258 West 73d street, New York City.

Australian Press Association—A. Rothman, World Building, New York City.

Buenos Ayres, La Nacion—W. W. Davies and A. Mayer, 51 Chambers street, New York City.

Buenos Ayres, La Prensa—R. Roncol, 51 Chambers street, New York City.

Central News of London—Edward Rascovar, 28 Beaver street, New York City.

Chilian Information Bureau—F. Nieto de Rio, 290 Broadway, New York City.

Constantinople Vakit—M. Zekeris, 510 West 124th street, New York City.

Copenhagen (Denmark) Politiken—Julius Moritzen, 180 West 42d street, New York City.

Craow (Poland) Czas—Dr. A. M. Nawonch, 661 West 179th street, New York City.

Dublin (Ireland) Freeman's Journal—Thomas Coster, 55 West 49th street, New York City.

Havana (Cuba) El Mundo—R. E. Govin, 90 West street, New York City.

Havre (France) Eclair—A. E. Sieper, 106 West 54th street, New York City.

Japanese Telegraphic News Agency—S. Misutani, 25 Sixth avenue, New York City.

Jerusalem and Palestine Haartes—A. Agrosky, Room 901, 50 Union Square, New York City.

Liverpool (England) Echo—Harold Bucher, 420 West 121st street, New York City.

London Daily Chronicle—J. W. Harding, 1207 Times Building, New York City.

London Daily Express—Warren Mason, 316 World Building, New York City.

London Daily Mail—W. F. Bullock, 280 Broadway, New York City.

London Daily Mirror—T. Walter Williams, 283 West 42d street, New York City.

London Daily News—P. W. Wilson, 227th street and Independence avenue, New York City; George C. Briggs, 2011 Park avenue, New York City.

London Daily Telegraph—Percy S. Bullen, 60 Broadway, New York City; S. J. Clarke, 60 Broadway, New York City.

London Evening Standard—F. W. W. Hill, 112 West 50th street, New York City.

London Financier—Leopold Grahame, 542 West 112th street, New York City.

London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.

London Pall Mall Gazette—W. E. Carson, Room 806, 497 Fifth avenue, New York City.

London Times—Cornelius Vanderbilt, Jr., 220 West 42d street, New York City; (financial) L. E. Hinrichs, 280 Broadway, New York City; Willmott Lewis, Wilkins Building, Washington, D. C.

Madrid (Spain) Press Association—Dr. V. R. Beteta, 44 West 76th street, New York City.

Manchester (England) Guardian—A. Wyn Williams, 220 West 42d street, New York City.

Mexico City, El Universal—G. A. Simoni, 165 Broadway, New York City.

Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, Old Lyme, Conn.

Montreal Gazette—F. H. Owen, Times Building, New York City.

Montreal, La Presse—Joseph Bourgeois, 37 West 16th street, New York City.

Montreal, Le Soleil and Le Canada Musical—Arthur LaMalice, 245 West 51st street, New York City.

Montreal Star—Napier Moore, 308 World Building, New York City.

Osaka (Japan) Mainichi—Yoshitara Kasumayama, Room 808, 154 Nassau street, New York City.

Paris, Expresso de Muluhouse—Clement Bueff, 1 East 47th street, New York City.

Paris Le Figaro—L. Thomas, 440 Fourth avenue, New York City.

Paris Herald—Roland Kilbon, 280 Broadway, New York City.

Paris, L'Information—Max Lowey, 30 Pine street, New York City.

Paris L'Ouest Eclair—Leonce Levy, c/o New York World, 68 Park Row, New York City.

Paris L'Ouvre—Raymond Loewy, 47 West 42d street, New York City.

Reuter's, Ltd., London—F. Douglas Williams, T. A. Dixon and I. M. Norr, 280 Broadway, New York City.

Rome (Italy) La Tribuna—A. Arbib-Costa, 3671 Broadway, New York City.

St. Johns (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Elmhurst, L. I., N. Y.

Santiago (Chile), El Mercurio—Ernest Montenegro, Times Building, New York City.

Santiago de Chile La Nacion—Severo Salcedo, 165 Broadway, New York City.

Shanghai (China) Evening News—E. K. Moy, 2844 Woolworth Building, New York City.

Tokio Japan Advertiser—Joseph P. Barry, 120 Broadway, New York City.

Tokyo Asahi Shimbun—S. Fugita, 308 World Building, New York City.

Tokyo (Japan) Chugai Shogio Shimpou—Room 234, 150 Nassau street, New York City.

CIRCULATION AND TRAFFIC ACCIDENTS

TRAFFIC ACCIDENTS HAVE BECOME THE APPELLING SUBJECT OF THE DAILY NEWS

INSURANCE BENEFITS Providing Against the Ever Present Danger of Bodily Injury is the New Individual SERVICE to Subscribers That is Rapidly BUILDING CIRCULATION of PERMANENT CHARACTER.

PROTECTION APPEALS to the SMITHS —the VAN STUDDIFORDS ARE FEW.

HICKEY-MITCHELL CO.

PIERCE BLDG. (Builds and Holds Circulation) ST. LOUIS
U. S. Mgrs. National Casualty Co., Newspaper Dept.

Bought Again

LAST April the management of the Sacramento Bee decided to start a paper in Fresno. They placed a contract for erection of a new building, and then took up the problem of its equipment.

The Fresno Bee

This gave occasion to review the field and find out what is the most approved way of getting display composition. The Sacramento Bee has been using the Ludlow method. They know what it will do. But they were not so well posted as to what other systems would do.

Reviewing the pages of other papers using keyboard machines and also those using single types, in comparison with their own, they discovered that the strength of their own display was far better.

The tendency in a newspaper composing room is to reduce all display to keyboard sizes and faces and save distribution. This keeps the display to the smaller sizes and the thin, compressed faces—because big, bold and extended faces require thicker matrices than any keyboard machine can carry. But this, of course, is sacrificing the interest of their advertisers.

After years of use at Sacramento the Ludlow was decided upon for Fresno—which is the highest tribute to the Ludlow. It was the deliberate choice of a satisfied user, who was buying new, and had the whole field to choose from.

The tendency in a newspaper composing room is to

THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

"Our conclusion is, to get out a newspaper, to carry clean, bright looking ads, with unlimited variation in appearance, economy, one should have at least one Ludlow."—AURORA BEACON NEWS.

"The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process, but with the Ludlow we can give perfect type free from broken kerns. Our advertisers like the italics."—TOPEKA STATE JOURNAL.



LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Features Make Circulation

POSITIVE PROOF IN THREE NEWSPAPERS I BOUGHT

By ARTHUR BRISBANE

KOENIGSBERG, boss of the syndicates, asks me for an article to be published in **CIRCULATION** dealing with what I **KNOW** of my own knowledge about the value of the star features sold by King Features Syndicate, the exclusive news features sent by wire by Universal Service and Cosmopolitan News Service, and the leased wire report of International News Service.

I know a good deal and I can prove it to the satisfaction of any intelligent publisher.

The announcement made when I turned over the Evening Wisconsin to Mr. Hearst tells the story, for of course the growth of that newspaper was based on the *features* that the papers used. It wasn't done by me. I would have been the same as any other fairly good editor *without* those features. And it wasn't done as the Japanese say "By the virtue of the Emperor," which in this case would mean William Randolph Hearst.

When I bought the Evening Wisconsin, the price was one cent, it is now two cents.

The employes' payroll has increased 100 per cent.

Advertising and circulation receipts have more than trebled.

I have never taken from the Wisconsin News or the Washington Times which I bought and turned over to Mr. Hearst, a dollar in profits or in salary, but have enjoyed demonstrating the fact, interesting to newspaper men, that it is not difficult to double or treble the circulation of a newspaper, treble its income, add hundreds of thousands an-

nually to its payroll, make it profitable and put its competitors in a thoughtful mood.

It was done because the features that our newspapers printed *systematically* and *regularly*, not fitfully and *feebly*, created the demand that means success.

To this announcement it may be added that since I bought the Washington Times, and the Milwaukee (Wisconsin) News and turned them over to Mr. Hearst, I have bought another paper and turned that over to Mr. Hearst. The "other paper" is the Detroit Times.

When I bought this newspaper it had less than 20,000 circulation and there were three evening papers in Detroit—the Times, Journal, and News.

The Times went to 65,000 circulation from less than 20,000 in a few weeks. That wasn't very hard *with* the features we had to use. We put in the right man, Linder whom we took from the Detroit Journal—very lucky we were to get him—Bitner whom we got from the Pittsburgh Press, again wonderfully good luck, and Mulcahy, from the New York Evening Journal—a wonder. The pressure was too great, and the Detroit Journal sold out to the News. The News absorbed the Journal in an interesting way. They got the *name*, and we got the Journal's circulation. They paid \$1,500,000 to make that happen.

The Detroit Times now has more than 160,000 circulation, and it has that circulation because at the very beginning we used *systematically*, *regularly*, and in the right way, the features that are necessary to get circulation and to **KEEP** circulation after you get it.

"GET IT FIRST—BUT FI

The slogan of INTERNATIONAL NEWS SERVICE
six hundred evening and Sunday newspapers regularly

I. N. S. set the news pace in 1922. Our friendly rivals admit that fact. Wherever news men are gathered together, here or in Europe, you hear them talking of I. N. S. achievements.

This service has rolled up an immense record of "beats" and "exclusives" and has put more fine human interest news on first pages than all other services COMBINED.

We appreciatively acknowledge our privilege to play the part of good reporters for 600 American editors. We lay our copy on their desks, for selection as they will. We write more than 350,000 words per week for transmission over telegraph

wires. We tell big stories in a big way—little ones, small. We deal only in authenticated or evidential fact.

If it is News—true, important, interesting, decent—it is I. N. S. material.

The good old year is a harbinger of a greater 1923. I. N. S. is keen for the fray. With resources more than doubled, it is prepared for a good showing in the lively competition of the American news service field. I. N. S. has today in service more than 36,000 miles of leased wire. This means POWER to collect and serve news. Its foreign service is in charge of young

INTERNATIONAL

M. KOENIGSBERG, President

Sales Agent
KING FEATURES SYNDICATE
241 West 58th Street, N. Y. C.

FIRST GET IT RIGHT!"

SERVICE forms one of the chief reasons why regularly publish the I. N. S. Leased Wire Report

Services of I. N. S.

Leased wires for evening papers
Leased wires for Sunday morning papers
Leased wires for financial news service
Leased wires for sports service
Fast Mail news service
Foreign cable service
Full page news picture mat service, daily except Sunday
News picture mat service daily
Weekly pictorial review, being a full page mat service of current events for Saturday and Sunday newspapers
Daily sports mat service
Special wire feature service
500, 1,000 and 1,500 word special news telegraph service
"Pony" telephone service from 28 bureaus located in all parts of the United States

ton staff has a high reputation for achievement and its 28 bureaus in the United States are busy news hives, controlled by men trained to I. N. S. rules of efficiency and honor.

More than all else I. N. S. is fortified by its great clientele of prosperous and enterprising evening and Sunday newspapers. Editors have justified confidence in this news service.

They know that I. N. S. pays its way—does not guess the news, or dream it, or fake it, or in any way tamper with fact. I. N. S. regards its slogan, "Get it First—but First Get it Right," as a solemn pledge of faith. Watch I. N. S. grow in 1923!

Americans, every one a trained I. N. S. man. Its foreign connections are the best available to evening papers. Its Washing-

NEWS SERVICE

Agents
NEWS SYNDICATE, Inc.
Street, New York City

In the Fullest Sense of the Word— Universal Service

is universal because its regular staff of highly specialized news writers is augmented by leaders of world thought whose words have weight wherever there is written speech.

From all corners of the globe the men and women who are in the vanguard of progress in sciences, statecraft, invention, research, discovery and the arts contribute their best thought and judgment to Universal Service.

**George Bernard Shaw—Sir Hall Caine—D'Annunzio—Yves Guyot
Guglielmo Ferrero—George Bernhard—Lady Gertrude Decies**

These are only a FEW of the brilliant personages whose articles on world politics, world achievement, war, peace, and the future, add illumination and authority to the FIFTEEN THOUSAND WORDS of up-to-the-minute NEWS that are broadcasted over Universal Service every night. Universal's staff of foreign correspondents include such distinguished reporters as Karl H. von Wiegand, Berlin; C. F. Bertelli and Basil Woon, Paris; and John T. Burke and Forbes Fairbairn, London.

Clemenceau, Foch, Bonar Law, Tagore,—and other prominent personalities of the world who have had something to tell the world, invariably write it for Universal.

DAMON RUNYON—America's greatest descriptive sports writer—covers all important sporting events for Universal.

The matchless sports and financial reports of Universal Service, its special service from Washington, its nightly exclusive news stories sent by cable from the capitals and news centers of the earth, together with its long record of world news beats make it a living FORCE in the newspaper world.

UNIVERSAL SERVICE
NEW YORK CITY

M. Koenigsberg, President

George T. Hargreaves, Editor and Manager

CHURCH ADVERTISING IDEA SPREADS

by

HERBERT H. SMITH

NEWSPAPERS in England and Canada have during the past year become more largely interested in church advertising and have come for assistance to the Church Advertising Department of the Associated Advertising Clubs of the World. Two British papers are using advertising suggestions put out by this department and five papers in Canada have also found the same material available. The total number of papers in the United States which have bought copy from the Church Advertising Department in the past twelve months is fifty-six.

A fact in the development of this phase of church work which would be astonishing to a group of strictly church people is that most of the men actively interested in the work of the Church Advertising Department are those who sit on Sunday in the pews. They are not ministers. The presidents of half a dozen advertising agencies are among the men who are assisting in this work in addition to advertising executives of various types of organizations and a number of men who are now serving the nation as lawmakers. In short, men like the average newspaper publisher and advertising manager are putting most of the effort behind the campaign of the A. A. C. of W. to get people into the regular habit of church-going by the use of display space in newspapers.

About a year ago the Church Advertising Department offered its first series of ads. They were brought to the attention of newspaper managers through the kindness of EDITOR & PUBLISHER which donated space for weekly announcements. Series No. 1 consisted of ten general ads urging people to go to some church. These were put out at five or ten dollars according to the size of the paper, and were used by twenty-three different daily papers.

This series was followed, at the request of publishers, by another series of ten taken by a slightly larger list of newspapers. These ads were written by such

men as Frank Crane, Roger Babson, Senator Arther Capper, Governor Allen of Kansas, Bruce Barton and others. This series was written around the central theme "Why I Go to Church," and the copy was signed by the authors.

This material attracted the attention of ministers in various cities and a number of papers were able to add considerably to their church advertising lineage. These ads were in most cases used in space which the publisher donated for the good of the town. The cost of mimeographing the material and writing letters concerning the series was just about met by the income from the sale of copy. It was felt, however, that a longer series of ads would best meet the requirements of many papers, so arrangements were made with the Religious Copy Service, then located at Montclair, N. J., to use material which had been prepared for a syndicate of six papers. An individual interested in the work of the department advanced money to pay the cost of printing proofs of these fifty-two ads and of circularizing newspapers. In addition to EDITOR & PUBLISHER through its weekly donation of space, the Bureau of Advertising of the newspaper publishers also cooperated generously. This third series of ads, of fifty-two pieces of copy, is now being used by twenty-three newspapers.

Papers which have purchased copy from the Church Advertising Department dur-

ing the past year are as follows: Alpena, Mich., News; Anthony, Kan., Bulletin; Arkansas City, Kan., News; Bradford, Pa., Star; Brandon, Man., Sun; Bristow, Okla., Record; Canton, Ohio, Repository; Cape Girardeau, Mo., Southeast Missourian; Charleston, W. Va., Gazette; Chattanooga, Tenn., News; Chester, Pa., Times; Cleveland, Ohio, Commercial; Colton, Cal., Courier; Dade City, Fla., Banner; Elmira, N. Y., Telegram; Florence, S. C., Daily Times; Gloversville, N. Y., Herald; Goderich, Ont., Signal; Greensburg, Pa., Tribune; Hickory, N. C., Record; Jacksonville, Fla., Metropolis; Kansas City, Kan., Kansas; Kansas City, Mo., Star; Kokomo, Ind., Tribune; Lancaster, Pa., New Era; Lethbridge, Canada, Herald; Lexington, Ky., Leader; Lowell, Mass., Courier-Citizen; Marlborough, Mass., Enterprise; Milwaukee, Wis., Journal; Minneapolis, Minn., Journal; Modesto, Cal., Evening News; Moline, Ill., Dispatch; Monroe, La., News-Star; Montreal, Canada, Star; Mount Vernon, N. Y., Argus; Mount Vernon, Wash., Herald; New Orleans, La., Item; Newton, Mass., Graphic; Norristown, Pa., Herald; Paducah, Ky., Star; Pittston, Pa., Gazette; Providence, R. I., Journal; Racine, Wis., Journal News; St. Cloud, Minn., Times; St. Thomas, Ont., Times-Journal; San Antonio, Texas, Express; San Antonio, Texas, Light; Saratoga Springs, N. Y., Saratogian; Sault Ste. Marie, Mich., Evening News; Scotts Bluff, Neb., Daily News; Seymour, Ind., Tribune; Tarrytown, N. Y., Daily News; Washington, D. C., Times; Waynesboro, Pa., Record-Herald; Wilmington, Ohio, News-Journal. The department is not at all discouraged because every newspaper in the country has not found it possible to cooperate with it in its work. The efforts of the department have stimulated many papers to solicit church advertising more vigorously than before, and best of all, to study the problem of the use of display space to encourage readers to attend some church service each Sunday. Those papers which have gone into the matter most thoroughly have found that they thus are building a stable foundation for additional prestige in the community which they could lay in no other way.

It is entirely probable that at the end of ten or fifteen years the newspapers and churches will express their gratitude that

this pioneer work of relating newspapers to the churches has been in the hands of sane and constructive individuals among the enthusiasts of church advertising. There are many types of church advertising, as there are of commercial advertising. It has been the effort of the Church Advertising Department to encourage the constructive educational type of copy rather than the flamboyant emotional type which, however, some pastors are able to use with considerable success. The department has built its copy suggestions in the hope that the material would have the effect of building a well-knit congregation in individual churches rather than a mere audience on special occasions. The church is not a Chautauqua nor a vaudeville stage. It is very largely an educational institution, and the copy that represents it truly ought to be educational in character.

The advertising conference held in Milwaukee last June in connection with the A. A. C. of W. convention was a marked success.

The Church Advertising Department contributed of its personnel to the program of the national advertising conference conducted by the Church Federation of Chicago last October.

Efforts are being continued to obtain a modest regular support for the Department in order that it may cooperate with local advertising clubs in the conduct of classes in church advertising. The President of the Department, Rev. Christian F. Reiser, D.D., has been tireless in his efforts to further the cause of church advertising. None of the officers of the Department receives salary. In the parlance of the streets, they are all "nuts," giving freely of their time and energy to the end that both churches and advertising managers may see the advantages of mutual cooperation. They believe thoroughly that the best good of the nation and the world can be brought about if every person goes to church and practices in his public and private life the principles of Christianity. The governing board is made up of men of all denominations and the copy issued has met the approval of both Protestant and Catholic. Proofs of Series No. 3—fifty-two pieces—may be obtained by any newspaper publisher on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia.

HOW CAN YOUR PAPER BEST HELP THE CHURCHES?

The churches in your town want to reach with their influence every reader of your paper. Many pastors don't know how. Most of them are eager to learn. You have in your organization men who can assist or who can obtain from local copy writers skilled assistance for the churches in preparing copy which will help fill the vacant pews in your town. Why not undertake this community service in 1923? Suggest to the local advertising club that it cooperate with the churches.

Study the whole relation of the churches and Christianity to printer's ink, and offer your assistance to the churches. Don't worry about present financial returns. They will come later, if not at once.

CHURCH ADVERTISING DEPARTMENT, A. A. C. of W.

HELP THE CHURCHES IN YOUR TOWN

BRITISH ADVERTISING AGENCIES

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for Editor & Publisher. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

(Copyrighted, 1923, by Editor & Publisher.)

ENGLAND

LONDON

A

| Name | Street Address |
|---|---|
| A. I. Advertising Co. (1920), Ltd. | 2 Sandland Street, High Holborn, W. C. 1. |
| Adams Publicity Ltd. | 4 Oxford Street, W. 1. |
| Adelphi Press, Ltd. | Dolphin Lane, Poplar, E. 14. |
| Advance Publicity | 54 George Street, W. 1. |
| Advertising & Publicity, Ltd. | 28 St. Swithin's Lane, E. C. 4. |
| Albemarle Press, Ltd. | 150 New Bond Street, W. 1. |
| Aldridge, Frederick | 26 Paternoster Row, E. C. 4. |
| Algar, Frederic | 11 Clements Lane, E. C. 4. |
| Alliance Advertising Agency, Ltd. | 93 Chancery Lane, W. C. 2. |
| Anderson, Robert & Co. | 14 King William Street, Strand, W. C. 2. |
| Angier & Preston | 79 Gracechurch Street, E. C. 3. |
| Agence Havas | 6 Breams Bldgs., Chancery Lane, E. C. 4. |
| Amalgamated Publicity Services, Ltd. | Bucknell Street, W. C. 2. |
| Anglo-Continental Advertising & Service, Ltd. | 114 Southampton Row, W. C. 1. |
| Art & Publicity Service | 7 Southampton Street, High Holborn. |
| Ashby Service Agency, Ltd. | 26 High Holborn, W. C. 1. |
| Alexander & Sons, Ltd. | 7 East India Avenue, E. C. 3. |
| Allen & Sons, Ltd., David | 17 Leicester Street, W. C. 2. |

B

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| Barker, Charles & Sons, Ltd. | 1 Budge Row, E. C. 4. |
| Barker, Drabble & Co. | 58-60 Chancery Lane, W. C. 2. |
| Barrow, Braid P. | 56 Mortimer Street, W. 1. |
| Bartrums, Ltd. | Carlton House, Regent Street, W. 1. |
| Bates, A. & Co., Ltd. | 134 Fleet Street, E. C. 4. |
| Baxter & Son | 29 Paternoster Square, E. C. 4. |
| Bell, Wilson Agency | 83 Pall Mall, S. W. 1. |
| Bernard, A. | 146 Strand, W. C. 2. |
| Bench, T. C., Ltd. | Graham House, Tudor Street, E. C. 4. |
| Benn & Cronin, Ltd. | 25 Grosvenor Place, S. W. 1. |
| Bennett, J. | 56 Avenue Chambers, Southampton Row, W. C. |
| Benson, S. H., Ltd. | Kingsway Hall, W. C. 2. |
| Bewsher, J. H. P. | 150 Southampton Row, W. C. 1. |
| Berkeley Press | Staple Inn Buildings, W. C. 1. |
| Black's Advertising Agency | 51 New Oxford Street, W. C. 2. |
| Brandis-Davis Agency, Ltd. | 21 Strand, W. C. 2. |
| Brookie, Haslam & Co. | 23-28 Fleet Street, E. C. 4. |
| Browne, C. A. G., Ltd. | 17 Farringdon Street, E. C. 4. |
| Browne, T. B., Ltd. | 163 Queen Victoria Street, E. C. 4. |
| Bottomley, Holford Service, Ltd. | 23 King Street, E. C. 2. |
| Brindley, T. M. | 21 Imperial Buildings, Ludgate Circus, E. C. 4. |
| Business Builders, Ltd. | 26 Great Ormond Street, W. C. 1. |
| Boggon, Gordon Publicity, Ltd. | 1 Newman Street, W. 1. |
| Black, Arthur A., Ltd. | Sentinel House, Southampton Row, W. C. 1. |
| Brewer & Son | 211 City Road, E. C. 1. |
| Buttolph & Dickinson | 190 Strand, W. C. 2. |

C

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| Caxton Advertising Agency | Clun House, Surrey Street, Strand. |
| Central News Ltd. | 5 New Bridge Street, E. C. 4. |
| Clackson, A. H., Ltd. | 119 Fleet Street, E. C. 4. |
| Clark, Samson & Co., Ltd. | 57-59 Mortimer Street, W. 1. |
| Clarke, Son & Platt, Ltd. | 317 High Holborn, W. C. 1. |
| Clayton, C. D., Ltd. | 126 Long Acre, W. C. 2. |
| Colman, Thomas & Co. | Granville House, 3 Arundel Street, Strand. |
| Commercial Publicity Co. | 312 Regent Street, W. 1. |
| Craven Publicity, Ltd. | 15 Pall Mall, S. W. 1. |
| Crawford, W. S., Ltd. | 73 High Holborn, W. C. 1. |
| Crockford-Hales Service, Ltd. | 182-3 Fleet Street, E. C. 4. |
| Crosley & Co., Ltd. | 5 Racquet Court, Fleet Street, E. C. 4. |
| Cutting & Underwood, Ltd. | 170 Strand, W. C. 2. |
| Clark & Norman | 61a Strand, W. C. 2. |
| Clarke & Sherwell, Ltd. | 11 Southampton Row, W. C. 1. |
| Clowes Agency, Ltd. | General Bldgs., Aldwych, W. C. 2. |
| Clun, Arthur | 31 Curtain Road, E. C. 2. |
| Colonial Advertising Company | 26 Southampton Street, Strand, W. C. 2. |
| Curtis Agency, Ltd. | 11 Southampton Row, W. C. 1. |
| City Advertising Agency | 11 Paternoster Bldgs., E. C. 4. |
| Camden Agency | 198 High Street, Camden Town, N. W. 1. |
| Causton, Sir Joseph & Sons, Ltd. | 9 Eastcheap, E. C. 3. |

D

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| Dale, Reynolds & Co., Ltd. | 46 Cannon Street, E. C. 4. |
| Dandie, Walter & Co. | 173 Great Portland Street, W. 1. |
| Davies & Co. | 23 Finch Lane. |
| Davis Publicity, Ltd. | 13 Victoria Street, S. W. 1. |
| Davis, S. & Co. | 30-32 St. Swithin's Lane, E. C. 4. |
| Dawson, William & Sons, Ltd. | Cannon House, Breams Bldgs., Chancery Lane. |
| Days Agency | 28 Temple Chambers, Temple Avenue, E. C. 4. |
| Day, Bertram & Co., Ltd. | 9-10 Charing Cross, S. W. 1. |
| Deacon, S. & Co. | 7 Leadenhall Street, E. C. 3. |
| De Roos, Johnson & Co. | 76-82 Wellesley Road, Queens Crescent, N. W. 1. |
| Dewynter, Ivon | 60 Haymarket, S. W. 1. |
| Dorelli Advertising Co. | 81 Queen Victoria Street, E. C. 4. |
| Derick, Paul E., Agency, Ltd. | 110 St. Martin's Lane, Charing X., W. C. 2. |
| Dorland Agency, Ltd. | Dorland House, 16 Regent Street, S. W. 1. |
| Dove, Alfred | Lincoln House, 18 Victoria Street, S. W. 1. |
| Direct Publicity, Ltd. | 114 Southampton Row, W. C. 1. |
| Dixon, Thomas | 195 Oxford Street, W. 1. |

E

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| E. C. Advertising Co., Ltd. | 4 Broad Street Place, E. C. 2. |
| East European Agency | 62 Oxford Street, W. 1. |
| Edgecombe Brighton | Whitehall House, Charing Cross, S. W. 1. |
| Edmondson, F. W. | 4 Clarence House, High Holborn, W. C. 1. |
| Electrical Press, Ltd. | 13 Fisher Street, Southampton Row, W. C. 1. |
| Elliott, Agency, Ltd., Stanley | 83-5 Farringdon Street, E. C. 4. |
| Engineering Publicity, Ltd. | 11a Hart Street, W. C. 1. |
| Erwood, W. L., Ltd. | 30 Fleet Street, E. C. 4. |
| Exchange Telegraph Co., Ltd. | 63 Cannon Street, E. C. 4. |
| Erwin Wasey & Co., Ltd. | 245 Oxford Street, W. 1. |
| Eric Warne & Burnside | Central Bldgs., Kingsway, W. C. 2. |
| Expert Publicity Service, Ltd. | Ulster Chambers, Regent Street, W. 1. |

F

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| Far Eastern Agency (London) Ltd. | 24 Devonshire Street, Bloomsbury, W. C. 1. |
| Feltham, L. | 119 Temple Chambers, Temple Avenue, E. C. 4. |
| Fisher, Eden & Co., Ltd. | Spencer House, Southwark Street, S. E. 1. |
| Fishley, W. C., Service | 166 Strand, W. C. 2. |
| Fleet, Hammond Co., Ltd. | 45 Chancery Lane, W. C. 2. |
| Fleetway Press, Ltd. | 45 Dane Street, High Holborn, W. C. 1. |
| Fox, Sidney S. | 158 Oxford Street, W. 1. |
| Francis, J. C., & Co. | 131 Fleet Street, E. C. 4. |
| Fraser's Agency, Ltd. | 51 Great Queen Street, W. C. 2. |
| Freeman & Co. | 33 Paternoster Row, E. C. 4. |

Name.

Street Address.

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| Freer & Young, Ltd. | 18 Charing Cross Road, W. C. 2. |
| Fuller, H. E., Ltd. | 99 New Bond Street, W. 1. |

G

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| Garrett, J. C. Agency | 96 Southwark Street, S. E. 1. |
| General Publicity Agency, Ltd. | 6 Austin Friars, E. C. 2. |
| Gibbs, Smith & Co. | 10 High Holborn, W. C. 1. |
| Glendinning & Co. | 90 Cannon Street, E. C. 4. |
| Goldbolls Ltd. | 8 Breams Bldgs., E. C. 4. |
| Goldsmith, W. & Co. | 46 Lincoln's Inn Fields, W. C. 2. |
| Goodall-Stephens Service | 70 Chancery Lane, W. C. 2. |
| Goodwin, Ed. J. | 139 High Holborn, E. C. 2. |
| Gordon & Gotch, Ltd. | 15 St. Bride's Street, E. C. 2. |
| Gordon's Agency | 2 Adelphi Terrace, W. C. 2. |
| Goring, J. H. | Graham House, Tudor Street, E. C. 4. |
| Gosden, D. & Co. | 11 Henrietta Street, Covent Garden, W. C. 2. |
| Gould & Portman's, Ltd. | 54 New Oxford Street, W. C. 1. |
| Gran-Goldman Service | 173 Fleet Street, E. C. 4. |
| Gray Co. | 5 King Street, Covent Garden, W. C. 2. |
| Green, Henry | 120 Chancery Lane, W. C. 2. |
| Grealy's, Ltd. | 17 Wellington, W. C. 2. |
| Griffiths & Millington, Ltd. | 22 Wellington Street, Strand, W. C. 2. |
| Griffiths & Weller | 5 Bloomsbury Square, W. C. 1. |
| Grove, Francis R. Service | Sentinel House, Southampton Row, W. C. 1. |
| Gude, G. A., & Co. | 137 Long Acre, W. C. 2. |
| Gumelius, Ltd. | 11 Arundel Street, Strand, W. C. 2. |
| Galpin Publicity Service | 6 Vulcan Road, S. E. 4. |

H

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| Haddon, John & Co. | Bouverie House, Salisbury Square, E. C. 4. |
| Hannaford & Goodman, Ltd. | 57-59 Ludgate Hill, E. C. 4. |
| Hardy, Roy, Ltd. | 92 High Holborn, E. C. 1. |
| Harman Advertising Co. | 170 Strand, W. C. 2. |
| Harrod's Agency, Ltd. | 32 Hans Crescent, S. W. 3. |
| Hart's Advertising Office | Maltavers House, 6 Arundel Street, Strand, W. C. 4. |
| Hart, Edgar C., & Co. | 93-94 Chancery Lane, W. C. 2. |
| Hart & Harford, Ltd. | 12 Henrietta Street, Covent Garden, W. C. |
| Harvey Bros. | 171 Queen Victoria Street, E. C. 4. |
| Harvey E. Martin | 7 King Street, Cheapside, E. C. 2. |
| Harvey, Ltd., Walton | 4 Racquet Court, Fleet Street, E. C. |
| Harwood, E. W., & Co. | 21 Warwick Lane, E. C. 4. |
| Higham, C. F., Ltd. | Imperial House, Kingsway, W. C. 2. |
| Hill Co., Ltd., Walter & | 69 Southampton Road, W. C. 1. |
| Hill, E. Ingram | 29 Ludgate Hill, E. C. 4. |
| Holland, J. P. | Walton House, 1 Newman Street, W. 1. |
| Holman Service, Lawrence | 15 Lincoln's Inn Fields, W. C. 2. |
| Holborn Agency | 78 Fetter Lane, E. C. 4. |
| Hooper & Batty, Ltd. | 15 Walbrook, E. C. 4. |
| Hopwood Service | 170 Fleet Street, E. C. 4. |
| Horncastle's Ltd. | 51 Cheapside, E. C. 2. |
| Horncastle's Agency, Ltd. | 20 Moorgrange Street, E. C. 2. |
| Howard & Jones, Ltd. | 26 Bury Street, E. C. 3. |
| Howell Hirst & Co. | 17 Philpot Lane, E. C. 3. |
| Humphrey's Advertising Service | 20 Bride Lane, E. C. 4. |
| Hunter, Ed. & Co., Ltd. | 3 Featherstone Bldgs., W. C. 2. |
| Hyams & Co., Ltd., Arthur | 10 Essex Street, Strand, W. C. 2. |
| Hayes E. Agency | 3 Gerrard Place, Shaftesbury Avenue, W. 1. |
| Hills Publicity, Ltd. | 150 Fleet Street, E. C. 4. |

I

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| Industrial Publicity Service, Ltd. | Red Lion Court, E. C. 4. |
| International Advertising Service | 108 Long Acre, W. C. 2. |
| Imperial Agency, Ltd. | 15 Bedford Street, Strand, W. C. 2. |

J

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| Jackson, E. H., & Co. | 19 Cullum Street, E. C. 3. |
| Jaeger Advertising Agency | 95 Milton Street, E. C. 2. |
| Jarvis, L. J. | 12 Norfolk Street, Strand, W. C. 2. |
| Jones, Yarrell & Co. | 143 Fetter Lane, E. C. 4. |
| Judd, Ltd., Walter | 77 Gresham Street, E. C. 2. |
| Johnson, E., Publicity Service | 9 Cliff Terr. St. John's, S. E. 8. |
| Jacks, H., Sales Service | 133 Melbourne Grove, S. E. 22. |

K

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| Kay & Co., J. Rowland | Salisbury Square, E. C. 4. |
| Kennington Advertising Service | 4 Regent Street, S. W. 1. |
| Keymer, D. J., & Co., Ltd. | 36-38 Whitefriars Street, Fleet Street, E. C. |
| King, J. G., & Son | 10 Bolt Court, Fleet Street, E. C. 4. |
| Knight, Arthur & Co., Ltd. | 55 Chancery Lane, W. C. 2. |
| Knight, R. A., & Co., Ltd. | 1 Gresham Buildings, Basinghall Street, E. C. |
| Knight, Chas. C. | 231 Strand, W. C. 2. |
| Kingsway Publicity Service, Ltd. | Insurance House, Kingsway, W. C. 2. |
| Kipling, G. | 58 Fleet Street, E. C. 4. |
| Kingsway Press Ad. Service, Ltd. | Notwich House, Southampton Street, High Holborn, W. C. |
| Keymer, Wm. J., Ltd. | 80 Fenchurch Street, E. C. 3. |

L

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| Laughton & Co., Ltd. | 3 Southampton Street, Strand, W. C. 2. |
| Laurence & Fisher | 34 Chancery Lane, W. C. 2. |
| Layton, C. & E. | 56 Farringdon Street, E. C. 4. |
| Leathwaite, Simmons | 5 Birchlin Lane, E. C. |
| Lemaitre, S. | 23 Paternoster Square, E. C. 4. |
| Leighton & Lonsdales, Ltd. | 263 High Holborn, W. C. 1. |
| Lever Bros., Ltd. | Lever Bldgs., Blackfriars, E. C. 4. |
| Lile, John H., Ltd. | 4 Ludgate Circus, E. C. 4. |
| London & Provincial Ad. Agency, Ltd. | 4 Oxford Street, W. 1. |
| London Press Exchange, Ltd. | 110 St. Martin's Lane, Charing Cross, W. C. 2. |
| London & Counties Agency, Ltd. | 141 New Bond Street, W. 1. |
| Longman's Agency | 35 New Oxford Street, W. C. 1. |
| Lord & Thomas, Ltd. | Surrey House, Victoria Embankment. |
| Lovegrove, L. H. | 37 King Street, Covent Garden, W. C. 2. |
| Lloyd & Badham | 161 Strand, W. C. 2. |
| L Lyons, Arthur J., Publicity | 14 Chepstow Place, W. 2. |

M

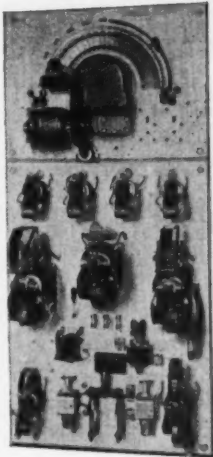
| | |
|---------------------------------|---|
| MacLaren & Sons, Ltd. | 38 Shoe Lane, E. C. 4. |
| Mather & Crowther, Ltd. | 10-12 New Bridge Street, E. C. 4. |
| May, J. E. | 58 Fleet Street, E. C. 4. |
| May's Agency, Ltd. | 29 John Street, Bedford Row, W. C. 1. |
| Maxwell Agency | 9-11 Curator Street, W. C. 2. |
| Milton Agency | 20-21 Bedford Chambers, Covent Garden, W. C. 2. |
| Mitchell, C. & Co., Ltd. | 1 S-ow Hill, E. C. 1. |
| Muller Blatchley & Co. | 84 Queen Victoria Street, E. C. 4. |
| Massey, Roland | 23 Knightbridge Street, E. C. 4. |
| Meeleop Publicity Service, Ltd. | 105 New Bond Street, W. 1. |
| Morgan, Reeves & Co. | 20 Goldsmith Street, Kingsway, W. C. 2. |
| Morris, T. W., Ltd. | 104 High Holborn, W. C. 1. |
| Martin's Service | 6 Cheapside, E. C. 2. |
| Martin, Leyheld & Co. | 30 Craven Street, Strand, W. C. 2. |
| Misani, Gooderham & Young, Ltd. | 40 Chancery Lane, W. C. 2. |
| Morgan, Raymond | 8 Cliffords Inn, Fleet Street, E. C. 4. |
| Mutual Agency | 29 Ludgate Hill, E. C. 4. |
| Maygoods Publicity Service | Oxford House, 9-15 Oxford Street, W. 1. |
| McAra Publicity Service | Pear Tree Street, Goswell Road, E. C. 1. |
| Marshall Service, Ltd. | 7 Red Lion Square, W. C. 1. |
| Marshall Mackay Co. | 62 Berners Street, W. 1. |
| Mills Agency | 430 Strand, W. C. 2. |
| McCave, B. A. | 182 Strand, W. C. 2. |
| Matthews, Alex. & Co., Ltd. | 92 Chancery Lane, W. C. 2. |

(Continued on page 184)

ELECTRICAL EQUIPMENT FOR NEWSPAPER PLANTS

Safe—Reliable—Economical

DIRECT CURRENT—ALTERNATING CURRENT



Full automatic two-motor direct current controller

Cline-Westinghouse Double-Motor drive with full automatic push button control for standard and high speed presses.

Cline-Westinghouse Double-Motor Drive with special push button control for multiple unit type presses (with or without auxiliary control for reels).

Cline-Westinghouse Double-Motor Drive with semi-automatic push button control for small presses.

Cline-Westinghouse Single-Motor Equipment for small, slow speed rotary presses, rotogravure presses, magazine and catalogue presses, etc.

Cline - Westinghouse Typesetting Machine Drives.

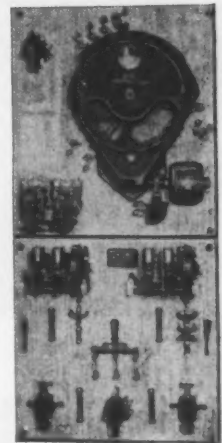
Cline-Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.

Cline Complete Equipments for Job Departments.



Full automatic two-motor alternating current controller

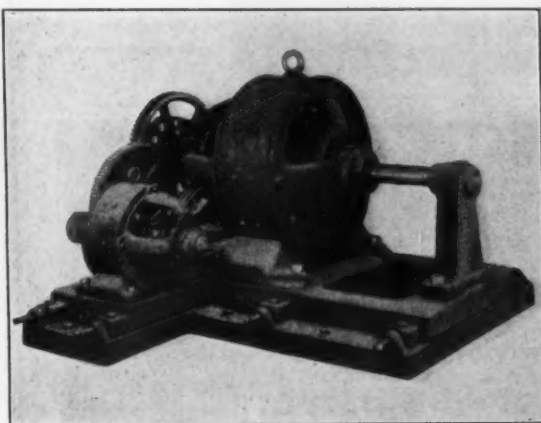


Button control station

Cline-Westinghouse motors and controllers are made for us by the Westinghouse Co. to meet the special requirements of printing machinery. Cline Electric Manufacturing Company have made a large number of installations, among which are some of the best known newspaper plants in the country. Many years of experience and close co-operation with the press designers insures the publisher's problems being given proper engineering consideration. This insures an installation of efficient apparatus best suited to each plant and a service unequalled by any other organization.

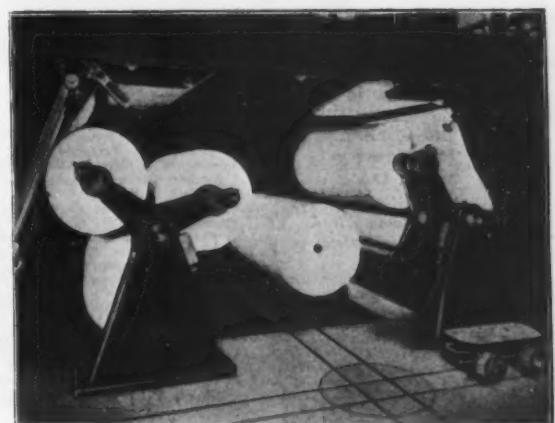


Button control station



Left—Double motor drive, direct current

Right—View of two Cline roll stands and tension belts showing provision for making paster without stopping press; also method of handling paper and chucking rolls without spindles



CLINE ELECTRIC MFG Co.

MAIN OFFICE
FISHER BUILDING
343 S. DEARBORN ST.
CHICAGO



EASTERN OFFICE
MARBRIDGE BUILDING
BROADWAY AT 34TH ST.
NEW YORK

BRITISH ADVERTISING AGENCIES

(Continued from page 182)

Table with columns: Name, Street Address. Includes National Publicity Agency, Nelson G. F., Ogden & Spencer, Ltd., Oliver Watta Agency, O'Sullivan, T. Gerald & Co., Osborne, Peacock Co., Ltd., Owen, A. J., Service.

Table with columns: Name, Street Address. Includes Palmer, H. E., Ltd., Palmer, Newbould, Ltd., Palmer's Publicity Service, Parry & Co., Partington Co., Ltd., Pivot Advertising Service, Ltd., Press Publications, Ltd., Paton, J. & J., Pictorial Publicity, Ltd., Pool, C. & Co., Ltd., Potter, Fredk. F., Ltd., Pratt & Co., Ltd., Publicity, Ltd., Productive Publicity, Ltd., Pioneer Publicity Service, Pencock & Pencock, Prices Advertising Service, Pethick, V., Advertising, Publicity Association, Ltd., Practical Publicity, Ltd., Phoenix Industrial Service, Preston Publicity Co.

Table with columns: Name, Street Address. Includes Radclyffe's Agency, Ray's Agency, Rawkins, Daniel, Agency, Raeburn's Overseas Publicity, Ltd., Read & Leney, Ltd., Reid, E. J. & Co., Renwick's Agency, Ltd., Regent Service, Ltd., Reuters Agency, Ltd., Reynell & Son, Richter's Agency, Roebuck, R. C., Roselli, C. & Co., Rowland's Advertising Service, Russage Advertising Co., Rudin, Martin, Ltd., Ruddock, Noller & Ruddock, Rand Service, Russell Chapman, Ltd.

Table with columns: Name, Street Address. Includes St. James Adv. & Pub. Co., Ltd., St. Paul's Advertising Service, Saw, W. B., Seward, Baker & Co., Ltd., Scheff Publicity Organization, Ltd., Scott, T. G. & Son, Scripps's Advertising Offices, Scriven, H., Wilfred, Sears, F. W., Seaward, H. R., Sells, Ltd., Shaddock, J. P., Sharland & Co., Shelley, G. H., Shipping & Commercial Pub. Service, Skinner, Walter R., Smart Advertising Service, Ltd., Smith, J., Ltd., Smith's Agency, Ltd., Smith, Sturgis & Moore, Inc., Smith, W. H., & Son, Smith, W. Sydney, Sofia, Ernest H., Agency, Ltd., Southcombe, W. J., Spiers Service, Spottiswoode, Dixon & Hunting, Ltd., Spriggs, J. F., Ltd., Squire, H., & Co., Steel's Service, Ltd., Stephen's Service, Street, G. & Co., Ltd., Sykes T. Dunmill, S. S. Selling Service, Smart, Douglas A., Shone, G. G., Service, Schooling, F. H., Smith, R. Frost, & Co.

Table with columns: Name, Street Address. Includes Tanner, A. E. & Co., Tata Publicity Corporation, Ltd., Taylor, Charles & Co., Taylor, William, Technical & General Agency, Ltd., Thompson, J. Walter Co., Thorn, W. C., Service, Thornhill Service, Thrower, S., Tremayne, Arthur, Ltd., Tucker & Berey, Taylor's Ad. Service, Tutley's Ltd., Travers, Cleaver & Co., Ltd.

Table with columns: Name, Street Address. Includes United Advertising Service, Ltd., United Kingdom Advertising Co., Ltd., United Press Agency.

Table with columns: Name, Street Address. Includes Van Alexander & Co., Vernon, C., & Sons, Ltd., Vickers, J. W., & Co., Ltd., Varsity Publicity Co., Ltd.

Table with columns: Name, Street Address. Includes Walker, C. J., Walkers Agency, Ltd., Wallace Atwood Service, Watkins & Osmond, Watkinson & Co., Watson Agency, Ltd., West End Advertising Service, Ltd., White, R. F., & Son, White's Advertising Service, Whybrow Publicity Service, Wilcox, W. J., & Co., Wilkes Bros., & Greenwood, Ltd., Wilkes, Jeffrey & Co., Ltd., Williams, F. E., Williams Publicity Co., Willing, James, Ltd., Willa, Ltd., Wilson, A. J., & Co., Ltd., Wilson Bell Agency, Ltd., Wilson Fred, Wilson, J. H., Winter, Thomas Co., Ltd., Woodwright Publicity, Wright, Norman, Ltd., Wildman, A. S., White's Service.

BIRMINGHAM

Table with columns: Name, Street Address. Includes Argus Advertising Agency, Ltd., Ashford, Charles, Bertram, G. N., Blackmore's Agency, Clenton-Wall Publicity, Ltd., Davis, Basil & Co., Earl, Charles E., Forward Publicity Co., General Advertising Service, Ltd., Glenallen, Ltd., Grayston, T. Harold, King Publicity Company, Lawsonia Publicity, Ltd., Mandy, Gilbert & Trotman, Orst, A., Parker, Maurice G., Reeve, Ernest Henry, Ltd., Siviter Smith Service, Ltd., Smith, George J., & Co., Smith, W. H., & Sons, Stevens, P. J., Taylor, H. Cecil, Wall, F. W., Westwood, George H., Thompson, A. W., Toon, S. D., & Heath, Ltd., Hughes, C.

BLACKPOOL

Table with columns: Name, Street Address. Includes Batty, Gilbert, Sharples, Thomas, Smethursts Agency.

BOLTON

Table with columns: Name, Street Address. Includes G. W. Advertising Service, Robey, John F., Advertising Service.

BRADFORD

Table with columns: Name, Street Address. Includes Goldsbrough, A., Ltd., Hardy, Marshall Service, Williams Advertising Offices, Drake, E.

BRIGHTON

Table with columns: Name, Street Address. Includes Higgins, Cecil C., Service, Kelly's Advertising Offices, Ltd., King, Henry & Company, West Hove Advertising Bureau.

BRISTOL

Table with columns: Name, Street Address. Includes Gordon Service, Mountstephen Service, Norman Service, Partridge & Love, Ltd., Western Sales Promotion Agency, Lewis, E. L.

CARDIFF

Table with columns: Name, Street Address. Includes Appleby, H. N., & Company, Premier Advertising Service, Sanders, Austin & Co., Ltd., South Wales Agency.

CARLISLE

Table with columns: Name, Street Address. Includes Ashton Ridley.

CHATHAM

Table with columns: Name, Street Address. Includes Mackay Agency.

COLCHESTER

Table with columns: Name, Street Address. Includes The Jefferies Advertising Service.

COVENTRY

Table with columns: Name, Street Address. Includes H. B. C. Advertising Service, Peters, J., Heritage Service, Ltd., St. Elmo, Ltd.

DARLINGTON

Table with columns: Name, Street Address. Includes Ridley, H. B., Tyne to Tees Pub. Service.

DERBY

Table with columns: Name, Street Address. Includes Ball, J.

FALMOUTH

Table with columns: Name, Street Address. Includes Edward Capern.

GATESHEAD

Table with columns: Name, Street Address. Includes Goodwin Publicity Service.

GRIMSBY

Table with columns: Name, Street Address. Includes Spence, Tom, Jackson, W. H., & Co.

HASTINGS

Table with columns: Name, Street Address. Includes Sewell Publicity Service.

HALIFAX

Table with columns: Name, Street Address. Includes Whitehall Press & Publicity Agents.

HUDDERSFIELD

Table with columns: Name, Street Address. Includes Courtman Stock Service.

(Continued on page 186)

NEWSPRINT FROM RELIABLE MILLS



A Typical Scandinavian Mill

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We Are Sole Agents in the United States for

Ankers Traesliperi & Papirfabrik A/S
Böhnsdalen Mills, Ltd.
Follum Traesliperi
Aktieselskabet Hofsfos Traesliperi og Papirfabrik
Aktieselskabet Holmen-Hellefos
Hunfos Fabrikker
Union Paper Co., Ltd.

Billeruds Aktiebolag
Fiskeby Fabriks Aktiebolag
Hafreströms Aktiebolag
Holmens Bruks & Fabriks Aktiebolag
Skönviks Aktiebolag
Wargöns Aktiebolag

AGENT FOR
Stora Kopparbergs Bergslags Aktiebolag

NORWAY

SWEDEN

Newsprint Paper Corporation

33 West 42nd Street, New York City

BRITISH ADVERTISING AGENCIES—(Continued from page 184)

| HULL | |
|--------------------------------------|--|
| Name | Street Address |
| Goddard's Advertising Agency | Bank Chambers, Scale Lane. |
| Morison's Advertising Agency, Ltd. | 74 Lowgate. |
| LEEDS | |
| Collinson's Agency | 6 Upperhead Row. |
| Leeds Advertising Co. | Standard Buildings, City Square. |
| Public Service Agency | 4 Duncan Street. |
| Roberts, R., & Co., Ltd. | 41 Camp Road. |
| Robinson, John | 38 Park Row. |
| Storey, Evans & Company, Ltd. | Larkfield, Rawdon. |
| Whitehall Advertising Agency | 16 Whitehall Road. |
| LEICESTER | |
| Montgomery Service | Atlas Chambers, Greyfriars. |
| Staynes Ad-Specialists | 41 Belvoir Street. |
| Wilkes, Lavis & Co. | Corporation Bldgs., Horsefair St. |
| LIVERPOOL | |
| Athar Advertising Service, James | 38 Church Street. |
| Birchall, C., Ltd. | 17 James Street. |
| Cox, Francis J. | Abbotsford Road, Blundellsands. |
| Ferwood Service Company | 101 Dale Street. |
| Forbes, Kier & Bullen | 105 Bold Street. |
| Guy's Publicity Company | 14 Water Street. |
| Heywood-Court Service | 80 Seel Street. |
| Kitchen, Will, Service | 3 Cable Street. |
| Lee & Nightingale | 15 North John Street. |
| Littlebury Bros. | 2 Crosshall Street. |
| Liverpool Exchange Press | 12 Tithebarb Street. |
| Meredith, Mark | 67 Dale Street. |
| Mersey Agency | 67 Northumberland Street. |
| Randall's Advertising Agency | 49 Whitechapel. |
| Rimmer's Agency | Hope Chambers, Dale Street. |
| Smith, George J., & Company | 61 Lord Street. |
| Vernon, C., & Sons, Ltd. | 5 South Castle Street. |
| Furness, J., & Co. | 52 Dale Street. |
| LOUGHBOROUGH | |
| Atkinson's Service | 81 Queens Road. |
| MANCHESTER | |
| Allan's Publicity Service | 28 Queen Street. |
| Ashburner, H. S., & J. A. | Waterloo Buildings, Piccadilly. |
| Baird & Dawson | 5 St. Mary Street. |
| Brown, T. B., Ltd. | 52 Cross Street. |
| Commercial Advertising Service, Ltd. | 54 Corporation Street. |
| Cross, Courtney, Ltd. | Atlantic Chambers, 7 Brasenose Street. |
| Emsley, J. H. | 17 Broadly Street, Stretford. |
| Farrand & Co. | 27 King Street. |
| Gibson Steel & Co., Ltd. | 52 Cross Street. |
| Greaves, Herbert | 92 Market Street. |
| Heywood, John, Ltd. | 121 Beansgate. |
| Hobson, C. W. | 3 St. James Square. |
| Hopwood & Co., Ltd. | Beansgate. |
| London & Provincial Press Agency | 92 Market Square. |
| Newby Shepherd Advertising Service | 32 Victoria Square. |
| Osborne-Peacock Co., Ltd. | County Buildings, Cannon Street. |
| Pratt & Co., Ltd. | 57 Market Street. |
| Roe, F. John | 15 Cross Street. |
| Varney, John, & Co. | 418 Chester Road. |
| White, E. C. | 24 Longatone Buildings, Cannon Street. |
| Wright, Norman, Ltd. | 2 John Dalton Street. |
| Brandon's Agency | 1 Park Place, Higher Broughton. |
| Farmer & Co. | 63 Moss Lane West. |
| MIDDLESBOROUGH | |
| Kidd, Ernest W. | Maritime Buildings. |
| NEWCASTLE-ON-TYNE | |
| Attract Ad. Service | 26 Northumberland Street. |
| Clarendon Publicity Service, Ltd. | 71 Pilgrim Street. |
| North of England's Agency | 148 Westgate Road. |
| Publicity Service Agency | Malcolm Bldgs., Carlisle Square. |
| Osborne Studios (J. Murray) | 9 Larkspur Terrace. |
| Studio Carre | Central Bldgs., 9 Bigg Market. |
| Tully's, Ltd. | 11 Brunswick Place. |
| Driffield's Agency | 71 Pilgrim Street. |
| Pavement Publicity, Ltd. | 1 Nicholas Bldgs. |
| NORTH SHIELDS | |
| Horn, Medhurst, Service | 43 Drummond Terrace. |
| NOTTINGHAM | |
| Boswell Studios, Ltd. | Park Row. |
| Carroll, Roland A. | Newcastle Chambers, Market Place. |
| Commercial Agency | 7 Low Pavement. |
| PLYMOUTH | |
| Butchers' Advertising Agency | 13 Frankfort Street. |
| PRESTON | |
| Paige, The Oliver, Company | Winckley House, Winckley Square. |
| Lindley, Ltd., John | 25a Winckley Square. |
| RAMSGATE | |
| Huddleston, J. T. | Thanet Publicity Service. |
| READING | |
| Grantham, A. H., & Company | Valpy Street. |
| Turner, A. Hermon | King Street. |
| SHEFFIELD | |
| Black, Arthur A., Ltd. | 6 Bank Street. |
| Alfred Busby | 139 Blair Athol Road. |
| Palmer, H. E. | 37 Exchange Street. |
| Steel, J. | 225 Ellesmere Road. |
| SAWBRIDGEWORTH, Herts | |
| Allan's Advertising Agency | |
| STOCKPORT | |
| Orion Publicity Service, Ltd. | Mansion House Chambers, High Street. |
| WARRINGTON | |
| Light, Ernest, & Co. | Horsemarket Chambers. |
| YORK | |
| Williamson's Agency | 32 Coney Street. |
| IRELAND | |
| BELFAST | |
| Travers & Co. | 10 Arthur Street. |
| McCaw, Stevenson & Orr, Ltd. | Linenhall Works. |

| DUBLIN | |
|------------------------------------|---|
| Name | Street Address |
| Arrow Publicity Service | Parliament Street. |
| Eason & Son, Ltd. | 174 Great Brunswick Street, and Lower Sackville Street. |
| Kenney's Advertising Agency | 65 Middle Abbey Street. |
| McCormack Advertising Service | Great Brunswick Street. |
| O'Keefe's Advertising Agency | |
| Parker, John H. & Co. | 43 Dawson Street. |
| Milne, C. & Co. | 10 South Frederick Street. |
| SCOTLAND | |
| DUNDEE | |
| Campbell Son & Co. | 10 Reform Street. |
| EDINBURGH | |
| Aitken Service, Ltd. | 20 George Street. |
| Cuthbertson, D. C. & Co., Ltd. | 100 Princes Street. |
| Dorland Agency, Ltd. | 2 George Street. |
| Keith & Co. | 2 Castle Street. |
| McLean Advertising Agency | 8 Rutland Square. |
| Menzies, John, & Co., Ltd. | 6 Castle Street. |
| Northern Advertising Agency | 105 Hanover Street. |
| Robertson & Scott | 73 Hanover Street. |
| Simons, Fred. L. | 3 Frederick Street. |
| Slaughter & Company | North Bridge. |
| Still Service | 71 George Street. |
| Stanley Agency | 7a Hope Street. |
| Faton, Brown R. | Blackford's Glen Road. |
| GLASGOW | |
| Arthur's Advertising Agency | 8 Blythwood Square. |
| Brown, R. G. | 166 Buchanan Street. |
| Browne, T. B., Ltd. | 1 Blythwood Square. |
| Cosmos Studios | 136 Wellington Street. |
| Cuthbertson, D. C. & Co., Ltd. | 38 Bath Street. |
| Duke, J. S. | 39 Hope Street. |
| Glasgow Advertising Co. | 311 Hope Street. |
| Howat Advertising Service | 45 Hope Street. |
| McMurtie, Ltd. | 11 Bothwell Street. |
| Macphail Advertising Service, Ltd. | 29 Waterloo Street. |
| McRae & Melvin | 412 New City Road. |
| Menzies, John & Co. | 90 West Nile Street. |
| Menzies, Peter A. | 54 Gordon Street. |
| Milln, G. H. | 53 Waterloo Street. |
| Mitchell's Advertising Agency | 68 Gordon Street. |
| North British Co., Ltd. | 87 Union Street. |
| Osborne-Peacock Co., Ltd. | 82 Gordon Street. |
| Porteous, Wm., & Co. | 9 Royal Exchange Place. |
| Scrimgeour, John | 13 St. Vincent Place. |
| Sharp, A. F. & Co. | 14 Royal Exchange Square. |
| Simpson & Gemmill | 164 Howard Street. |
| Sommerville & Ross | 26 Bothwell Street. |
| Vernon, C. & Sons, Ltd. | 36 North Frederick Street. |
| Watson, C. P. | 33 Renfield Street. |

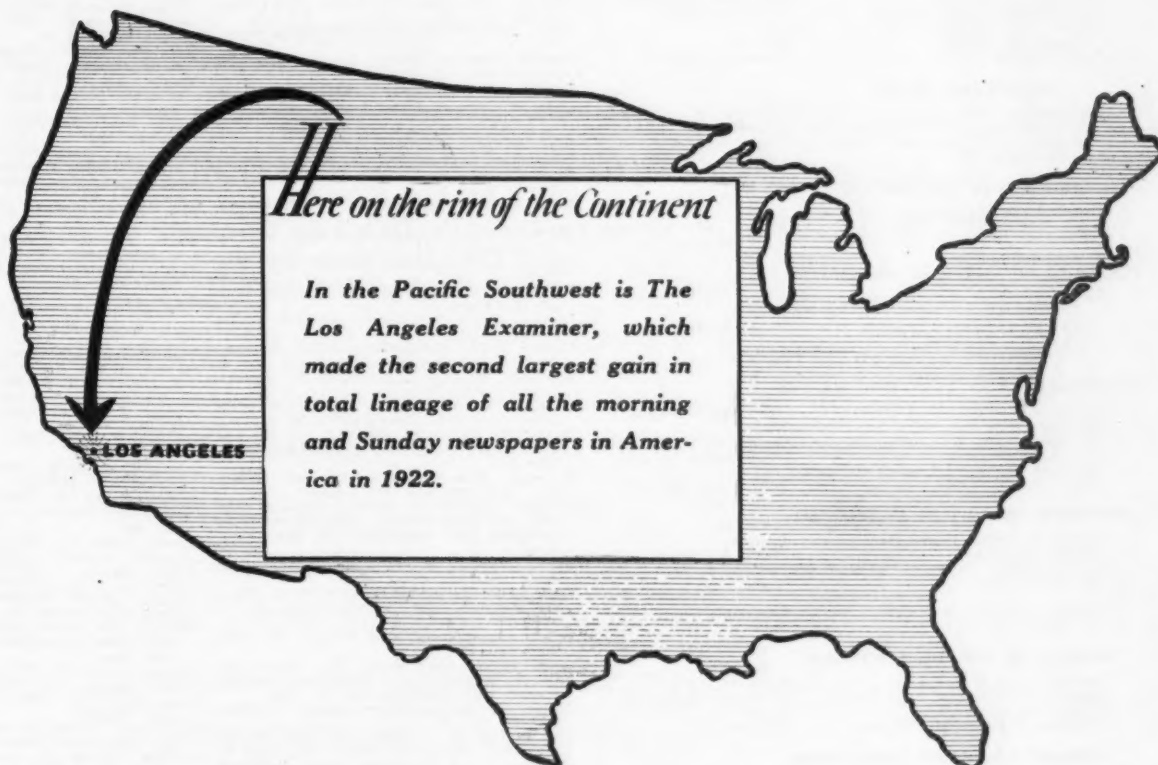
STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

| Author | Title | Publisher |
|---|--|------------------------|
| Adams, H. H. | Advertising and Its Mental Laws | Macmillan |
| Blanchard, Frank LeRoy | Essentials of Advertising | McGraw-Hill |
| Calkins, Ernest Elmo | Business of Advertising | Appleton |
| Calkins, Ernest Elmo | The Advertising Man | Scribner |
| Case, Francis H. | Handbook of Church Advertising | Abington Press |
| Chasnoff, Joseph E. | Selling Newspaper Space | Ronald Press |
| Cherington, Paul T. | Advertising as a Business Force | Doubleday, Page |
| Dunn, Arthur | Scientific Selling and Advertising | Harper |
| Durstine, Roy S. | Making Advertisements and Making Them Pay | Scribner |
| Freeman, William C. | One Hundred Advertising Talks | Winthrop Press |
| Hall, S. Roland | Writing an Advertisement | Houghton Mifflin |
| Hess, H. W. | Productive Advertising | Lippincott |
| Hotchkiss, George Burton, and Frank, Richard B. | The Leadership of Advertised Brands | Doubleday, Page |
| Lee, James Melvin | "Advertising Copy," in Business Writing | Ronald Press |
| Nesbit, Wilbur D. | First Principles of Advertising | Gregg |
| Parsons, Frank Alvah | Principles of Advertising Arrangement | Prang |
| Parsons, Frank Alvah | The Art Appeal in Display Advertising | Harper |
| Ramsay, Robert E. | Effective Direct Advertising | Appleton |
| Tipper, Hotchkiss, Hollingworth & Parsons. | Advertising, Its Principles and Practice | Ronald Press |
| A. A. C. W. | Advertising Year Book | Doubleday, Page |
| CIRCULATION | | |
| Ball, F. M. | "Circulation Problems," in The Coming Newspaper | Holt |
| Scott, William R. | Scientific Circulation Management | Ronald Press |
| COLLECTIONS OF EDITORIALS | | |
| Brisbane, Arthur | Editorials from the Hearst Newspapers | International Book Co. |
| Canby, Henry Seidel—Benet | "Saturday Papers," Editorials from the William Rose, and Love-Literary Review of The New York man, Amy | Macmillan |
| Congdon, Charles T. | The New York Tribune Essays | Redfield |
| Cunliffe, J. W., and Lomer | Writing of Today | Century |
| Matthews, Franklin T., Editor | Casual Essays of The New York Sun | Cooke |
| Sullivan, Mark, Editor | "National Floodmarks," from Collier's Weekly | Doran |
| | Editorials from The Philadelphia North American | Lippincott |
| EDITORIAL WRITING | | |
| Flint, L. N. | The Editorial | Appleton |
| NEWSPAPER MAKING | | |
| Bleyer, Willard Grosvenor | Profession of Journalism | Atlantic Monthly Press |
| Dana, Charles Anderson | Art of Newspaper Making | Appleton |
| Given, John L. | Making a Newspaper | Holt |
| Hyde, Grant Milnor | Newspaper Editing | Appleton |
| Philips, Melville, Editor | Making of a Newspaper | Putnam |
| Rogers, Jason | Newspaper Building | Harper |
| Shuman, Edwin L. | Practical Journalism | Appleton |
| Thorpe, Merle, Editor | The Coming Newspaper | Holt |
| Williams, Walter, and Martin, Frank L. | Practice of Journalism | Missouri Book Co. |
| NEWS WRITING | | |
| Bleyer, Willard Grosvenor | Newspaper Writing and Editing | Houghton Mifflin |
| Harrington, H. F., and Frankenberg, T. T. | Essentials in Journalism | Ginn |
| Hyde, Grant Milnor | Newspaper Reporting and Correspondence | Appleton |
| Ross, Charles G. | Writing of News | Holt |
| Spencer, M. Lyle | News Writing | Heath |

(Continued on page 188)

Second Greatest Gain in America

In Morning and Sunday Newspaper Advertising



Here are the interesting figures

| | 1922 | 1921 | Gain—lines |
|------------------------|------------|------------|------------|
| 1 Chicago Paper | 26,213,547 | 23,010,993 | 3,202,554 |
| 2 Los Angeles Examiner | 19,440,750 | 16,266,152 | 3,174,598 |
| 3 1st New York Paper | 17,244,090 | 14,520,600 | 2,723,490 |
| 4 2nd New York Paper | 24,230,476 | 21,652,613 | 2,577,863 |

According to the published figures of our morning and Sunday Contemporary their loss for 1922 was.....192,234 lines



STANDARD BOOKS—(Continued from page 186)

COLLECTIONS OF NEWS STORIES

Author Title Publisher
Bleyer, Willard Grosvenor...Types of News Writing...Houghton Mifflin
Harrington, H. F....Typical Newspaper Stories...Ginn

NEWSPAPER MANUALS

Gavit, John Palmer...Reporter's Manual...Publisher by Author
Hyde, Grant Milnor...Handbook for Newspaper Workers...Appleton
McCarthy, James...The Newspaper Worker...Press Guild

COUNTRY WEEKLIES

Bing, Phil C....Country Weekly...Appleton
Byxbee, O. F....Establishing a Newspaper...Inland Printer Co.
Harger, Charles Moreau...The Country Editor of To-day...Atlantic Monthly Press

NEWSPAPER ETHICS

Hadley, Arthur Twining...The Formation of Public Opinion...Macmillan
Hagood, Norman...Ethics of Journalism...Yale University Press
Holt, Hamilton...Commercialism and Journalism...Houghton Mifflin

VOCATIONAL BOOKS

Lee, James Melvin...Opportunities in the Newspaper Business...Harper
Lord, Chester S....The Young Man and Journalism...Macmillan
Seitz, Don C....Training for the Newspaper Trade...Lippincott

SCHOOLS OF JOURNALISM

Lee, James Melvin...Technical Instruction in Journalism in Institutions of Higher Education...Bureau of Education, Washington, D. C.

HISTORIES OF AMERICAN JOURNALISM

Hudson, Frederic...Journalism in the United States, 1690-1872...Harper
Lee, James Melvin...History of American Journalism...Houghton Mifflin
Payne, George Henry...History of Journalism in the United States...Appleton

HISTORIES OF NEW YORK NEWSPAPERS

Davis, Elmer...History of The New York Times...New York Times Co.
Heaton, John L....The Story of a Page—New York World...Harper
Lee, James Melvin...The Oldest Daily Newspaper—The Globe...Commercial Advertiser

HISTORIES OF BRITISH JOURNALISM

Andrews, Alexander...History of British Journalism...Bentley
Bourne, H. R. Fox...English Newspapers...Chatto & Windus
Grant, James...The Newspaper Press...Tinsley

JOURNALISM FOR HIGH SCHOOLS

Dillon, Charles...Journalism for High Schools...Noble
Flint, L. N....Newspaper Writing in High Schools...University of Kansas
Harrington, H. F....Writing for Print...Heath

FOREIGN LANGUAGE NEWSPAPERS

Park, Robert E....The Immigrant Press and Its Control...Harper

FICTION

Abbot, Willis J....Philip Derby, Reporter...Dodd Mead
Adams, Samuel Hopkins...The Clarion...Houghton Mifflin
Adams, Samuel Hopkins...Success...Houghton Mifflin

HOUSE ORGANS

Lee, James Melvin...The House Organ, in Business Writing...Renaud Press
O'Shea, Peter F....Employee's Magazines...Wilson
Ramsay, Robert E....Effective House Organs...Appleton

PROOF READING

Aves, George B....Text, Type, and Style...Atlantic Monthly Press

NEWS INDEX

Index to the News; published quarterly...The New York Times

MISCELLANEOUS

Allsopp, Fred W....Twenty Years in a Newspaper Office...Central Printing Co., Little Rock, Ark.
Bennett, E. A....Journalism for Women (a Practical Guide)...John Lane
Cortissoz, Royal...The Life of Whitelaw Reid...Scribner

NECROLOGY

UNITED STATES

Abbott, Dr. Lyman—long editor of Outlook Magazine and noted churchman and poet; New York, Oct. 22.

Akin, Benjamin—vice-president Hulscher-Rothenberg, Inc., New York.
Atkins, George—owner Montpelier (Vt.) Argus; Dec. 28.
Baldwin, Merriek R.—a director George Batten Company, New York; Feb. 17.

Orr, Daniel Alonso—publisher Chambersburg (Pa.) Daily Spirit; May 10.
Ottley, James Henry—former owner and president McCall Company, New York; March 3.
Outterson, James A.—president DeGrasse Paper Company and Carthage Sulphite Pulp & Paper Company; at New York, May 6.
Paton, Major H. W.—long editor and owner of Pacific Coast newspapers; at Soap Lake, Wash., May 24.

FOREIGN

Northcliffe, Lord—owner and editor of London Times, London Daily Mail and one hundred other publications; at London, England.
Villiers, Frederick—war correspondent and artist; at London, England, April 5.

A PROFITABLE NEWSPAPER SERVICE!

Ask the following:

WALL STREET JOURNAL, NEW YORK, N. Y.
MINNEAPOLIS TRIBUNE, MINNEAPOLIS, MINN.
POST-STANDARD, SYRACUSE, N. Y.
DAILY TIMES, DAVENPORT, IOWA
TELEGRAPH-HERALD, DUBUQUE, IOWA
BURLINGTON GAZETTE, BURLINGTON, IOWA
THE COURIER, OTTUMWA, IOWA
TIMES-CALL, RACINE, WIS.
WISCONSIN STATE JOURNAL, MADISON, WIS.
DECATUR HERALD, DECATUR, ILL.
GREENSBORO RECORD, GREENSBORO, N. C.
NEWS-PRESS, ST. JOSEPH, MO.
DAILY PANTAGRAPH, BLOOMINGTON, ILL.
COMMERCIAL NEWS, DANVILLE, ILL.

Others on application:

NEWSPAPER INCOME TAX INVESTIGATIONS
CIRCULATION VALUES
COST SYSTEMS AND APPRAISALS

Clifford Hewdall

A S A A (LONDON ENG) C P A (INDIANA)

ACCOUNTANT & AUDITOR
33 WEST 42nd STREET
NEW YORK CITY

PRESS GALLERY, LEAGUE OF NATIONS

INTERNATIONAL ASSOCIATION OF JOURNALISTS ACCREDITED TO THE SOCIETY OF NATIONS

Lord Robert Cecil
Augustin Edwards

Honorary Presidents:

Paul Hymans
Henry de Jouvenel

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OFFICE OF THE ASSOCIATION AT GENEVA—4 Boulevard du Théâtre, Geneva.

AMERICAN PRESS—Miss Constance Drexel, Philadelphia Public Ledger, Washington; Clara Sheridan, New York World, Paris; Wilbur Forrest, New York Tribune, Paris; Lawrence Hills, New York Herald, Paris; Walter S. Hlatt, The Associated Press, Paris; Lincoln Eyre, New York Herald; Christine Merriman, New York Globe; J. C. King, New York Evening Post; Edwin L. James, New York Times, Paris; Paul Scott Mowrer, Chicago Daily News, Paris; Edgar Ansel Mowrer, Chicago Daily News, Paris; Elliott F. Shepard, New York Evening Mail, Paris; S. F. Wader, The Associated Press, Paris; Henry Wales, Chicago Tribune, Paris; Henry Wood, United Press of America, Rome; D. Floyd Christian, Christian Science Monitor; Robert A. Curry, Christian Science Monitor.

ARGENTINE PRESS—F. Ortis Echagüe, La Nación; Ramon de Franch, La Prensa.

BELGIAN PRESS—Henri La Fontaine, Indépendance Belge, Brussels; Haubrechts, Etoile Belge, Geneva.

BRITISH PRESS—Edmond d'Arcis, The Times (London), Geneva; Vernon Bartlett, The Times (London), Rome; Robert Dell, The Nation, Geneva; H. P. Devittie, Daily Express, Geneva; André Glarner, Exchange Telegraph, Paris; Julian Grande, Observer, Geneva; H. Wilson Harris, Daily News, London; B. J. MacHugh, Daily Telegraph, London; J. Landa, Westminster Gazette, London; W. Ryall, Manchester

Guardian, Paris; W. H. G. Werndel, Reuter's Agency, London.

CHINESE PRESS—Wang Unio, Shun Pao, Vienna.

CZECHO-SLOVAK PRESS—Joseph Linhart, Třavo Lidu, Geneva; S. Netchasek, Venkov, Geneva; Joseph Pallvee, Narodni Listy, Geneva; Dr. Jean Stavnik, Prager Press, Geneva.

DANISH PRESS—Carl Mousmann, Nationaltidende, Copenhagen; Andreas Winding, Politiken, Copenhagen.

DUTCH PRESS—Dr. de Jong Van Beek en Donk, Nieuwe Rotterdamse Courant, Berne; Van Meura, Telegraph, Geneva; Dr. Thierry van Schaardenburg, Algemeen Handelsblad.

ESTHONIAN PRESS—Victor Poom, Põevaleht Tallin.

FRENCH PRESS—Edouard Bauby, Journal des Débats, Geneva; Paul du Bochet, Petit Parisien, Geneva; Charles Dulot, Le Temps, Paris; Paul-Edouard Ganzoni-Lazone, Journal des Débats, Paris; Albert de Gobart, Intransigeant, Paris; Jean-François Laya, Le Temps, Geneva; Philippe Millet, Petit Parisien, Paris; Marcel Nadaub, Petit Journal, Paris; Robert Poulain, Petit Journal, Paris; Charles Rivet, Le Temps, Paris; Tony Roche, Le Journal, Geneva; Henry Ruffin, Agence Havas, Paris; Jules Sauerwein, Le Matin, Paris; Emile Taponier, L'Information, Paris; Gabriel Tisserand, Echo de Paris, Paris; John Veyrat, Lyon-Républicain, Geneva.

GERMAN PRESS—Julius Becker, Vossische Zeitung, Geneva; Max Beer, Agence Wolff, Geneva; Franz Farga, Deutsche Tageszeitung, Geneva.

ITALIAN PRESS—Giuseppe Bruccoleri, Agence Stefani, Rome; G. Emmanuel, Corriere della Sera, Rome; Cipriano Facchinetti, Il Secolo, Milan; Angelo Monti, Il Secolo, Geneva.

ROMANIAN PRESS—Richard Arapu, Epoca, Paris; S. Dichter, Universal, Paris.

SERBIAN PRESS—D. Mileitch, Troginski Glasnik, Geneva; Valitch, Novi Vek, Geneva.

SWEDISH PRESS—Oscar Thorsing, Social Demokraten, Stockholm.

SWISS PRESS—Paul Adam, Journal de Genève, Geneva; Marius Berthet, La Suisse, Geneva; Edouard Chapuisat, Journal de Genève, Geneva; Maxime Courtoisier, Le Démocrate, Delémont; Heinrich Dros, Neue Zürcher Zeitung, Geneva;

Frank Filliol, Agence Télégraphique Suisse, Geneva; Keller, Bund, Berne; Albert Oeri, Basler Nachrichten, Bale; Maurice Muret, Gazette de Lausanne, Paris; Ernest Reitmann, Nouvelle Gazette Zurich, Zurich; E. Sommer, Le Suisse, Geneva.

CHANGES IN SIZES OF PAGES, COLUMN WIDTHS, ETC.

BUSINESS TROUBLES

UNITED STATES
Barbour's Advertising Rate Sheets Service, Inc., Chicago.
Bellefontaine (O.) Index-Republican.
Bryan Co., William J.—New York advertising agency.
Chicago Staats-Zeitung.
Columbus (O.) Herald.
Cumberland (Md.) Leader.
Gatti-McQuade Company, New York.
Gilbert-O'Farrell Printing Co., New York.
Holyoke (Mass.) Telegram.
Huntsville (Ala.) Times.
Jamestown (N. Y.) Evening News.
Lansing (Mich.) Capital-News.
McLeod, William—Rochester (N. Y.) advertising agent.
Manchester (N. H.) Evening Mirror.
Marshfield (Ore.) Southwestern Daily News.
Metropolitan Magazine, New York.
Mosher Co., Inc., E. H., New York newsprint paper dealers.
Mt. Clemens (Mich.) Daily News.
Oklahoma City Leader.
Port Huron (Mich.) Press.
Riteservice Advertising Agency, New York.
Rousier Advertising Agency, Philadelphia.
St. Louis Daily America.
Stevens, Gibbs & Baumann, Inc., New York and Chicago.
Stroud, H. K.—New York advertising agent.
Syracuse (N. Y.) Telegram.
Wabash (Ind.) Flain Dealer.
Waterbury, Cleveland L.—New York advertising man.
Wilmington (N. C.) Dispatch.
Winter Park (Fla.) Post.

UNITED STATES

Bangor (Me.) News—to 8 columns (12½ ems).
Berkeley (Cal.) Daily Gazette—from 7 column to 8-column (12 em) page.
Buffalo, N. Y.—All English dailies adopted 8-column (12½-em) page.
Burlington (Vt.) Free Press—from 7 columns (13 ems) to 8 columns (12½ ems).
Cedar Rapids (Ia.) Republican—to 8-column page.
Charleston (S. C.) American—7 to 8-column page.
Danbury (Conn.) News—column length from 21¼ to 21½.
Kokomo (Ind.) Tribune—13 to 12-em column.
Lexington (Ky.) Herald—from 12½ to 12-em columns.
Mankato (Minn.) Daily Free Press—to 8 columns (12½ ems).
Mayfield (Ky.) Daily Times—to 8 columns (12 ems).
Meriden (Conn.) Morning Record—from 7 to 8 columns (12 ems).
New York Evening Mail—12½ to 12-em columns.
New York World changed column rules from headline to 1-pt.
Orlando (Fla.) Reporter-Star—to 8-column (12½ em) page.
Portland Oregonian and Portland Journal reduced columns to 12-em width.
Portland (Me.) Press-Herald—from 7 to 8-column pages.
Stockton (Cal.) Record—to 8 columns (12 ems).
Superior (Wia.) Evening Telegram—from 7 to 8-column page.
Waco (Tex.) News-Tribune—from 7 columns (12½ ems) to 8 columns (12 ems).
Washington (D. C.) Times—to 12-em column.

FIELD CHANGES

UNITED STATES

Hibbing (Minn.) Daily News—from morning to afternoon.
Christian Science Monitor (Boston)—resumed publication of afternoon editions.
Twin Falls (Ida.) Daily News—from evening to morning.

Complete index to advertisers and text contents will be found on last two pages.

CHANGES IN NAME

UNITED STATES

Chicago Journal of Commerce and Daily Financial Times—to Chicago Journal of Commerce and LaSalle Street Journal.
Creston (Ia.) Advertiser-Gazette—to Daily Advertiser.
Cleveland (O.) Commercial—to Cleveland Times.
Indiana Daily Times—to Indianapolis Times.
Jacksonville (Fla.) Metropolis—to Journal.
Waterloo (Ia.) Times-Tribune—to Tribune.



SQUARE DEAL

The name **FLEXIDEAL** has become synonymous to many newspapers throughout the country with **SQUARE DEALING**. With us that much abused word **SERVICE** takes on its good old-fashioned meaning of honestly-priced merchandise of superior quality, strict adherence to shipping details and no sparing of expense to properly take care of and satisfy the needs of our customers.

FLEXIDEAL and **MAXITYPE DRY MATS** are the best dry mats to be had regardless of price, and yet they afford a worth-while saving. They are made by the oldest and largest factories of their kind in the world. In fact the dry mat originated there.

FLEXIDEAL and **MAXITYPE DRY MATS** are the only dry mats which have passed the experimental stage (they are in use throughout the world) and are being improved and perfected all the time.

"MAXITYPE"
specially adapted for the
Duplex tubular casting boxes

"FLEXIDEAL"
for all other standard
casting boxes

FLEXIDEAL and **MAXITYPE DRY MATS**
—make the paste pot an unnecessary nuisance
—eliminate the steam tables
—save valuable time
—save newsprint paper
—mean dollars and cents to the management and better work and working conditions to the stereotyper.

FLEXIDEAL AND MAXITYPE DRY MATS CAN MEAN JUST AS MUCH TO YOU!

YOU WILL EVENTUALLY STEREOTYPE THE DRY MAT WAY SO YOU MIGHT AS WELL GET THE BEST YOUR MONEY CAN BUY!

Our large stock at the Bush Terminal, Brooklyn, assures you a constant supply and prompt shipments. No need of stocking up—you can have your mats as you need them and when you want them.

THE FLEXIDEAL COMPANY

15 WILLIAM STREET

Sole United States and Canadian Distributors

NEW YORK CITY

Many a National Advertiser

- has felt a False Sense of Security
- has been led to believe that he has fully covered the
Densely Populated and Profitable Territory of

RHODE ISLAND

A Map of the State may mislead an advertiser who is not thoroughly familiar with the true situation. Only a study of the actual conditions and reports of the Audit Bureau of Circulations will show how the Northeastern part of the State is served and dominated by

The Pawtucket Times

Net Paid **23,911** Circulation

With fully *Five Times* the combined circulation of all other Rhode Island Evening Newspapers in its territory, it is admittedly a distinct proposition in point of advertising value. The Times goes into practically every home in three cities: Pawtucket, Central Falls and Attleboro, Mass. No combination of *all other daily newspapers* sold in the territory can give even 50% coverage.

FURTHER PROOF

The necessity of using The Pawtucket Times to fully cover this Trading Territory of 140,000 is proven by the fact that the Principal

PROVIDENCE ADVERTISERS

used lineage in The Times during the first six months of 1922 as shown below:

| | |
|---|---------------|
| The 5 Principal Department Stores..... | 423,246 lines |
| The 7 Principal Furniture Stores..... | 202,985 lines |
| The 5 Principal Cloak & Suit Shops..... | 173,616 lines |
| These 17 stores used a Total of..... | 799,847 lines |

The Lineage from All Providence Advertisers Exceeded 2,500,000 Lines in 1922.

The Pawtucket Times—Pawtucket, R. I.

Special Representatives: GILMAN, NICOLL & RUTHMAN

342 Madison Ave.
New York

Tribune Bldg.
Chicago

Monadnock Bldg.
San Francisco

1024 Tremont Bldg.
Boston

NEWSPAPER LINEAGE, 23 CHEF CITIES, 1914-1922

ADVERTISING lineage in 107 newspapers, published in the 23 large cities of the United States which have been tabulated by Editor & Publisher since 1914, last year reached the second highest total in history, falling behind only the gigantic total of 1,175,021,331 lines rolled up in 1920. The 1922 total was 1,113,000,000 agate lines. The gain over 1921 was a trifle over 4.2 per cent. Figures for these cities for each month and annual totals are presented for each year back to 1914 on this and the two following pages.

On this page is printed a chart showing monthly fluctuations and indicating graphically how close the last six months of 1922 brought the year's total to the record figure of 1920.

Newspapers which published the advertising on which the tables are based follow:

Atlanta Georgian-American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun and Evening Sun, Birmingham Age-Herald, Birmingham News, Boston Advertiser, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Telegram, Boston Transcript, Buffalo Commercial, Buffalo Courier and Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald-Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Examiner, Cincinnati Post, Cincinnati Times-Star, Cleveland Leader, Cleveland News, Cleve-

land Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Milwaukee Wisconsin News, Minneapolis Journal, Minneapolis News, Minneapolis Tribune, New Orleans Item, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, New York Commercial, New York Evening Post, New York Sun, New York Evening Telegram, New York Evening World, New York Globe, New

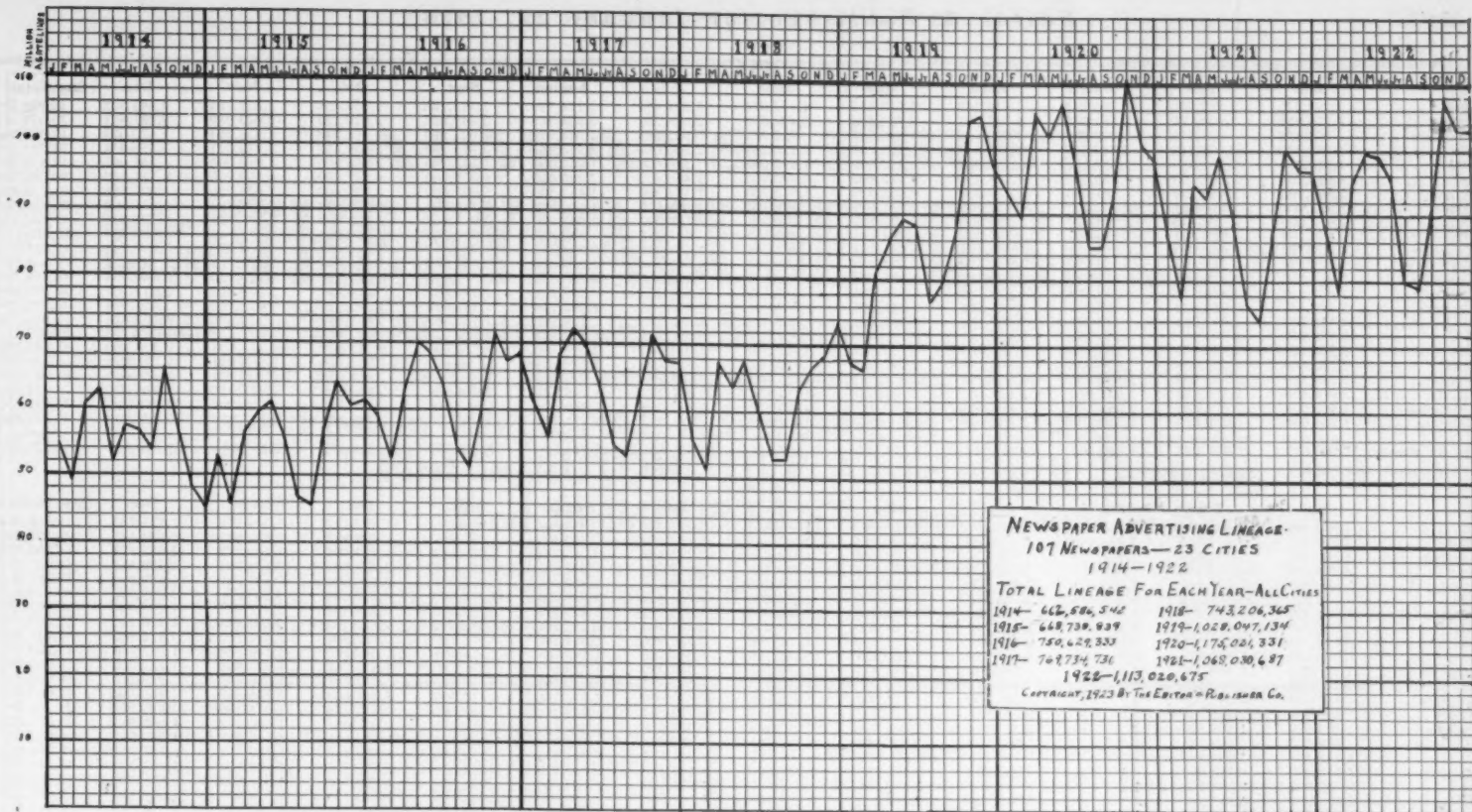
York Herald, New York News, Brooklyn Standard Union, New York Times, New York Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Ledger, Philadelphia North American, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland Telegram, Portland News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul News, San Francisco Bulletin, San Francisco Chronicle, San Francisco Examiner, San Francisco Call-Post, San Francisco News, Washington Post, Washington Star, Washington Times and Washington Herald.

Table showing newspaper lineage data for 1922, with columns for City, January, February, March, April, May, June, July, August, September, October, November, December, and City Totals.

Table showing newspaper lineage data for 1921, with columns for City, January, February, March, April, May, June, July, August, September, October, November, December, and City Totals.

Table showing newspaper lineage data for 1920, with columns for City, Jan., Feb., March, April, May, June, July, August, Sept., Oct., Nov., Dec., and City Totals.

Table showing newspaper lineage data for 1919, with columns for City, Jan., Feb., March, April, May, June, July, August, Sept., Oct., Nov., Dec., and City Totals.



| | Jan. | Feb. | March | April | May | June | July | August | Sept. | Oct. | Nov. | Dec. | City Totals |
|--------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| Atlanta | 773,544 | 811,258 | 1,182,622 | 1,028,412 | 1,219,612 | 1,045,562 | 991,074 | 925,412 | 1,134,368 | 1,199,306 | 1,232,200 | 1,329,288 | 12,872,658 |
| Baltimore | 2,735,670 | 2,350,946 | 3,463,007 | 3,333,594 | 3,390,897 | 3,336,564 | 2,861,384 | 2,777,984 | 3,328,676 | 3,560,902 | 4,037,201 | 3,843,517 | 39,220,342 |
| Birmingham | 1,204,840 | 1,240,820 | 1,624,770 | 1,492,814 | 1,542,336 | 1,492,680 | 1,250,944 | 1,346,674 | 1,430,982 | 1,446,466 | 1,702,610 | 1,799,056 | 17,574,542 |
| Boston | 2,773,345 | 2,770,837 | 3,530,789 | 3,427,603 | 3,435,611 | 3,058,139 | 2,683,089 | 2,663,818 | 3,199,401 | 3,539,221 | 3,641,817 | 3,680,000 | 38,403,470 |
| Buffalo | 2,123,089 | 1,809,933 | 2,585,090 | 2,429,127 | 2,640,638 | 2,640,638 | 2,049,332 | 1,970,388 | 2,509,182 | 2,505,615 | 3,086,486 | 3,150,995 | 29,411,930 |
| Chicago | 3,932,640 | 3,181,470 | 4,586,640 | 4,328,495 | 4,325,350 | 3,680,724 | 3,194,511 | 3,260,751 | 4,012,881 | 4,273,584 | 4,426,455 | 4,683,009 | 47,856,510 |
| Cincinnati | 1,511,720 | 950,400 | 1,260,300 | 1,260,300 | 1,260,300 | 1,260,300 | 1,009,800 | 1,631,400 | 2,000,100 | 2,009,800 | 2,258,700 | 2,308,500 | 21,321,620 |
| Cleveland | 2,702,873 | 2,274,750 | 3,091,575 | 2,429,127 | 3,148,950 | 2,886,300 | 2,692,125 | 2,702,024 | 2,702,024 | 2,702,024 | 2,702,024 | 2,702,024 | 25,428,025 |
| Detroit | 2,913,876 | 2,315,376 | 3,394,518 | 3,612,598 | 3,618,834 | 3,315,984 | 2,702,024 | 2,702,024 | 2,702,024 | 2,702,024 | 2,702,024 | 2,702,024 | 23,363,017 |
| Houston | 1,067,416 | 1,118,026 | 1,512,252 | 1,460,843 | 1,523,858 | 1,487,780 | 1,376,578 | 1,180,010 | 1,420,874 | 1,492,222 | 1,656,340 | 1,805,874 | 17,102,073 |
| Indianapolis | 1,645,758 | 1,696,682 | 2,166,732 | 2,160,701 | 2,265,980 | 2,040,604 | 1,723,495 | 1,765,579 | 2,020,967 | 2,075,253 | 2,264,469 | 2,364,303 | 17,975,510 |
| Kansas City | 1,436,882 | 1,658,300 | 1,855,459 | 1,801,156 | 1,837,591 | 1,741,943 | 1,499,984 | 1,433,109 | 1,711,290 | 1,688,528 | 1,838,293 | 1,851,752 | 24,190,523 |
| Los Angeles | 3,632,538 | 3,279,416 | 3,841,866 | 3,595,146 | 3,159,688 | 2,856,772 | 2,852,450 | 3,053,092 | 3,171,714 | 3,100,380 | 3,222,724 | 3,905,734 | 37,222,612 |
| Milwaukee | 1,619,826 | 1,381,385 | 2,013,160 | 2,065,989 | 1,869,011 | 1,576,335 | 1,452,179 | 1,271,519 | 1,480,261 | 1,526,180 | 1,906,819 | 2,020,897 | 20,220,561 |
| Minneapolis | 1,840,941 | 1,962,898 | 2,352,350 | 2,325,657 | 2,333,220 | 2,063,852 | 1,755,992 | 1,952,774 | 2,208,486 | 2,109,828 | 2,222,724 | 2,297,990 | 25,519,712 |
| New Orleans | 1,317,702 | 1,253,706 | 2,006,455 | 1,791,356 | 1,737,491 | 1,685,676 | 1,421,125 | 1,384,471 | 1,801,491 | 1,651,637 | 1,890,917 | 2,424,760 | 20,366,787 |
| New York | 8,241,567 | 6,915,414 | 9,776,885 | 10,053,585 | 9,774,424 | 5,062,726 | 7,115,970 | 6,599,835 | 8,745,834 | 10,708,705 | 9,534,044 | 9,712,559 | 106,055,622 |
| Philadelphia | 4,577,700 | 4,310,043 | 5,781,757 | 4,400,947 | 5,750,108 | 4,352,298 | 4,374,089 | 4,374,089 | 5,861,366 | 5,884,981 | 6,155,415 | 6,155,415 | 62,445,628 |
| Portland | 1,596,154 | 1,626,664 | 1,812,688 | 1,808,860 | 1,905,028 | 1,750,496 | 1,648,480 | 1,667,846 | 1,859,534 | 1,859,534 | 1,859,534 | 1,859,534 | 18,609,190 |
| St. Louis | 2,217,117 | 2,210,003 | 2,528,636 | 2,528,636 | 2,648,740 | 2,413,860 | 2,082,778 | 2,031,600 | 2,427,477 | 2,579,720 | 2,782,260 | 2,782,260 | 30,011,709 |
| St. Paul | 1,295,532 | 1,260,504 | 1,737,218 | 1,056,876 | 1,783,838 | 1,433,838 | 1,221,986 | 1,335,250 | 2,344,342 | 1,719,438 | 1,645,294 | 1,775,074 | 18,609,190 |
| San Francisco | 1,999,674 | 1,997,772 | 2,389,380 | 2,344,252 | 2,397,060 | 2,283,632 | 2,080,748 | 2,092,748 | 2,035,334 | 2,184,488 | 2,353,524 | 2,547,062 | 26,674,990 |
| Washington | 2,298,030 | 2,083,045 | 2,932,736 | 2,878,803 | 2,993,405 | 2,815,777 | 2,413,672 | 2,258,995 | 2,818,187 | 3,039,717 | 3,062,661 | 3,298,308 | 32,893,336 |
| Totals, by months | 55,488,434 | 50,459,650 | 67,396,885 | 63,622,410 | 67,742,070 | 60,578,946 | 52,450,884 | 52,457,186 | 63,522,269 | 66,736,536 | 68,772,696 | 73,978,399 | 743,206,365 |
| Year's total—743,206,365 | | | | | | | | | | | | | |

| | Jan. | Feb. | March | April | May | June | July | August | Sept. | Oct. | Nov. | Dec. | City Totals |
|--------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| Atlanta | 1,254,540 | 1,474,648 | 1,600,270 | 1,861,326 | 1,703,954 | 1,441,902 | 1,490,160 | 1,324,344 | 1,583,918 | 1,782,088 | 1,679,692 | 1,625,100 | 18,821,951 |
| Baltimore | 2,974,690 | 2,605,638 | 3,203,511 | 3,440,883 | 3,328,433 | 3,066,463 | 2,456,010 | 2,469,729 | 2,999,454 | 3,478,223 | 3,358,875 | 3,057,829 | 36,439,738 |
| Birmingham | 1,061,746 | 1,167,530 | 1,468,432 | 1,472,576 | 1,383,060 | 1,284,122 | 1,266,594 | 1,342,400 | 1,406,258 | 1,606,626 | 1,507,002 | 1,542,114 | 16,508,100 |
| Boston | 3,195,939 | 2,929,338 | 4,263,887 | 4,128,853 | 3,783,674 | 3,498,116 | 2,637,574 | 2,455,338 | 3,300,693 | 3,166,626 | 3,347,742 | 3,441,963 | 40,889,015 |
| Buffalo | 1,796,000 | 1,514,000 | 1,971,060 | 1,983,488 | 2,384,282 | 2,422,111 | 1,722,469 | 1,818,375 | 2,314,205 | 2,818,618 | 2,579,551 | 2,567,305 | 25,891,495 |
| Chicago | 5,217,600 | 4,156,800 | 5,058,909 | 5,407,518 | 5,153,595 | 4,413,635 | 3,769,798 | 3,820,317 | 4,426,644 | 5,097,507 | 5,450,343 | 5,522,904 | 55,622,904 |
| Cincinnati | 1,831,500 | 1,277,700 | 2,178,300 | 2,335,800 | 2,168,418 | 1,834,690 | 1,621,511 | 1,501,080 | 1,756,006 | 2,219,406 | 2,028,432 | 2,082,178 | 23,285,021 |
| Cleveland | 3,044,025 | 2,532,600 | 3,419,700 | 3,600,075 | 3,316,950 | 3,290,350 | 2,910,698 | 2,691,682 | 2,795,268 | 3,341,044 | 3,160,556 | 2,955,825 | 37,148,773 |
| Detroit | 3,505,700 | 3,051,900 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 4,035,658 | 40,337,936 |
| Houston | 1,065,092 | 1,088,108 | 1,315,832 | 1,408,064 | 1,267,532 | 1,276,856 | 1,482,684 | 1,345,638 | 1,345,638 | 1,345,638 | 1,345,638 | 1,345,638 | 15,262,955 |
| Indianapolis | 1,847,595 | 1,882,412 | 2,026,349 | 2,220,075 | 2,184,913 | 1,952,713 | 3,808,702 | 1,637,873 | 2,009,203 | 2,185,063 | 2,107,431 | 2,286,373 | 23,866,373 |
| Kansas City | 1,254,637 | 1,318,487 | 1,495,691 | 1,619,688 | 1,462,333 | 1,430,975 | 1,274,117 | 1,229,628 | 1,489,757 | 1,563,608 | 1,491,975 | 1,492,316 | 17,123,212 |
| Los Angeles | 4,138,500 | 3,923,400 | 4,541,100 | 4,446,300 | 4,209,030 | 4,007,476 | 4,032,790 | 3,938,772 | 4,078,816 | 4,078,816 | 4,018,336 | 4,079,016 | 49,951,038 |
| Milwaukee | 1,736,340 | 1,424,700 | 1,922,455 | 2,198,212 | 1,947,974 | 1,771,840 | 1,440,082 | 1,446,808 | 1,882,561 | 2,116,443 | 2,060,192 | 2,028,570 | 21,976,183 |
| Minneapolis | 1,337,868 | 1,217,314 | 1,575,294 | 1,886,290 | 1,791,230 | 1,535,352 | 1,311,562 | 1,499,330 | 2,299,206 | 2,387,432 | 2,377,018 | 2,180,168 | 21,494,064 |
| New Orleans | 1,428,616 | 1,337,524 | 1,739,014 | 1,731,058 | 1,607,932 | 1,399,316 | 1,371,529 | 1,278,641 | 1,514,650 | 1,875,996 | 1,793,199 | 2,096,663 | 19,174,138 |
| New York | 9,757,683 | 8,029,498 | 9,665,239 | 10,188,706 | 9,757,683 | 6,627,609 | 7,323,353 | 6,682,076 | 8,908,226 | 10,791,395 | 9,748,675 | 9,294,511 | 109,225,386 |
| Philadelphia | 4,728,300 | 4,100,700 | 5,095,105 | 5,409,285 | 4,992,030 | 5,040,900 | 3,844,800 | 3,695,830 | 4,708,200 | 5,437,500 | 5,351,100 | 4,986,900 | 57,390,650 |
| Portland | 1,649,400 | 1,556,700 | 1,722,900 | 1,821,900 | 1,846,800 | 1,682,400 | 1,540,800 | 1,693,800 | 1,798,800 | 1,798,800 | 1,798,800 | 1,798,800 | 20,291,936 |
| St. Louis | 2,641,500 | 2,817,300 | 3,224,556 | 3,404,085 | 4,040,885 | 4,233,723 | 2,797,461 | 2,185,971 | 2,910,315 | 3,422,163 | 3,126,264 | 3,018,702 | 35,968,011 |
| St. Paul | 2,063,978 | 2,116,282 | 2,253,790 | 2,622,740 | 2,482,802 | 2,228,810 | 1,956,220 | 1,956,220 | 1,617,532 | 1,777,852 | 1,669,136 | 1,669,136 | 24,229,402 |
| San Francisco | 1,979,488 | 1,937,796 | 2,305,184 | 2,397,206 | 2,395,358 | 2,147,810 | 2,070,306 | 2,070,306 | 2,070,306 | 2,070,306 | 2,299,374 | 2,316,096 | 26,118,966 |
| Washington | 2,241,300 | 1,980,600 | 2,485,944 | 2,626,234 | 2,492,361 | 2,508,343 | 2,255,757 | 2,123,497 | 2,540,462 | 2,884,430 | 2,774,439 | 3,104,122 | 30,017,489 |
| Totals, by months | 61,852,037 | 55,980,881 | 68,568,180 | 72,266,246 | 69,866,721 | 63,756,742 | 55,014,781 | 52,966,757 | 62,665,710 | 71,522,396 | 67,866,904 | 67,407,381 | 769,734,736 |
| Year's total—769,734,736 | | | | | | | | | | | | | |

| | Jan. | Feb. | March | April | May | June | July | August | Sept. | Oct. | Nov. | Dec. | City Totals |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Atlanta | 1,383,886 | 1,409,590 | 1,557,514 | 1,823,570 | 1,654,198 | 1,473,010 | 1,334,886 | 1,343,874 | 1,396,290 | 1,708,642 | 1,637,706 | 1,579,970 | 18,303,136 |
| Baltimore | 2,634,466 | 2,438,341 | 3,051,194 | 3,221,672 | 3,241,146 | 3,240,867 | 2,569,795 | 2,340,040 | 2,972,360 | 3,477,577 | 3,483,407 | 3,255,572 | 36,196,617 |
| Birmingham | 1,225,112 | 1,230,334 | 1,285,060 | 1,436,064 | 1,455,314 | 1,322,706 | 1,328,936 | 1,129,128 | 1,271,200 | 1,547,280 | 1,367,886 | 1,432,256 | 16,033,276 |
| Boston | 3,161,929 | 2,787,083 | 3,680,669 | 4,168,826 | 4,089,261 | 3,755,110 | 2,900,985 | 2,750,529 | 3,407,333 | 4,009,413 | 3,765,120 | 3,707,916 | 42,153,274 |
| Buffalo | 1,600,000 | 1,463,000 | 1,540,000 | 1,962,000 | 1,900,000 | 1,865,000 | 1,350,000 | 1,390,000 | 1,740,000 | 2,080,000 | 1,860,000 | 1,857,000 | 20,607,000 |
| Chicago | 4,619,100 | 3,728,600 | 4,654,942 | 5,394,000 | 5,148,300 | 4,949,400 | 4,139,100 | 3,960,600 | 4,775,400 | 5,341,200 | 5,175,300 | 5,119,200 | 57,035,142 |
| Cincinnati | 1,788,600 | 1,685,100 | 2,042,400 | 2,181,900 | 2,156,700 | 1,881,600 | 1,715,100 | 1,538,500 | 2,334,300 | 2,341,200 | 2,175,300 | 2,220,600 | 24,229,402 |
| Cleveland | 2,705,400 | 2,289,900 | 2,780,100 | 3,194,100 | 3,399,300 | 3,024,000 | 2,812,800 | 2,577,900 | 2,835,300 | 3,339,200 | 3,261,600 | 3,282,700 | 35,702,100 |
| Detroit | 3,287,400 | 3,006,900 | 3,699,600 | 4,142,700 | 4,041,900 | 3,770,100 | 3,213,300 | 3,02 | | | | | |

| | 1915 | | | | | | | | | | | | |
|--------------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| | Jan. | Feb. | March | April | May | June | July | August | Sept. | Oct. | Nov. | Dec. | City Totals |
| Atlanta | 1,292,270 | 1,272,380 | 1,396,248 | 1,519,168 | 1,579,452 | 1,417,976 | 1,259,454 | 1,176,756 | 1,311,786 | 1,551,354 | 1,617,784 | 1,591,968 | 16,986,596 |
| Baltimore | 2,279,915 | 1,900,281 | 2,561,148 | 2,715,591 | 2,755,656 | 2,490,693 | 2,088,208 | 1,904,568 | 2,449,808 | 3,012,157 | 3,013,989 | 2,887,401 | 30,059,415 |
| Birmingham | 972,678 | 931,678 | 1,095,080 | 1,092,406 | 1,045,548 | 982,772 | 927,556 | 1,017,814 | 1,025,556 | 1,462,244 | 1,335,684 | 1,470,028 | 13,359,044 |
| Boston | 2,748,480 | 2,455,811 | 3,342,837 | 3,420,845 | 3,539,709 | 3,126,344 | 2,522,084 | 2,320,863 | 2,915,194 | 3,659,852 | 3,413,521 | 3,256,038 | 36,721,528 |
| Buffalo | 1,312,000 | 1,220,000 | 1,618,000 | 1,800,000 | 1,740,000 | 1,695,000 | 1,530,000 | 1,252,000 | 1,733,000 | 2,095,000 | 1,810,000 | 1,785,000 | 19,590,000 |
| Chicago | 4,054,200 | 3,469,800 | 4,380,000 | 4,794,900 | 4,522,900 | 4,320,900 | 3,460,500 | 3,405,600 | 4,005,900 | 4,507,800 | 4,399,200 | 4,721,100 | 50,042,700 |
| Cincinnati | 1,500,900 | 1,468,500 | 1,883,700 | 1,879,200 | 1,908,000 | 1,673,700 | 1,552,200 | 1,452,300 | 2,052,600 | 2,125,800 | 2,026,200 | 1,996,500 | 21,519,600 |
| Cleveland | 2,373,900 | 1,914,300 | 2,478,900 | 2,650,400 | 2,831,400 | 2,541,900 | 2,268,600 | 2,145,500 | 2,318,700 | 2,768,700 | 2,688,300 | 2,674,200 | 29,655,800 |
| Detroit | 2,607,000 | 2,228,100 | 2,892,000 | 3,196,200 | 3,279,900 | 2,998,500 | 2,788,200 | 2,573,400 | 2,917,500 | 3,595,800 | 3,225,900 | 3,324,600 | 35,627,100 |
| Houston | 995,392 | 892,836 | 1,130,038 | 1,160,292 | 1,244,740 | 1,083,376 | 941,948 | 937,736 | 1,004,836 | 1,264,004 | 1,171,044 | 1,198,964 | 13,019,416 |
| Indianapolis | 1,401,552 | 1,297,013 | 1,670,354 | 1,790,194 | 1,760,393 | 1,502,041 | 1,444,480 | 1,304,676 | 1,484,777 | 1,820,024 | 1,732,225 | 1,817,293 | 19,025,022 |
| Kansas City | 1,101,651 | 1,056,423 | 1,222,270 | 1,359,178 | 1,311,990 | 1,201,169 | 1,067,434 | 1,085,206 | 1,153,670 | 1,406,442 | 1,327,734 | 1,341,423 | 14,634,590 |
| Los Angeles | 3,981,000 | 3,513,900 | 3,822,000 | 3,800,700 | 3,906,600 | 3,566,700 | 3,444,600 | 3,550,800 | 3,332,100 | 4,011,900 | 3,728,100 | 3,840,300 | 44,988,700 |
| Milwaukee | 1,604,247 | 1,406,579 | 1,793,164 | 1,920,746 | 1,837,310 | 1,645,322 | 1,554,423 | 1,489,501 | 1,596,852 | 2,035,791 | 2,028,852 | 2,013,107 | 20,925,894 |
| Minneapolis | 1,196,132 | 980,980 | 1,296,722 | 1,491,868 | 1,731,580 | 1,369,606 | 1,196,566 | 1,282,176 | 1,372,616 | 1,473,612 | 1,431,962 | 1,457,974 | 16,281,794 |
| New Orleans | 1,118,837 | 1,097,214 | 1,343,684 | 1,387,192 | 1,492,192 | 1,301,841 | 1,183,761 | 1,130,598 | 1,192,563 | 1,437,992 | 1,379,226 | 1,638,826 | 15,694,926 |
| New York | 8,181,737 | 6,842,241 | 8,591,730 | 8,911,463 | 9,137,289 | 8,314,267 | 6,567,353 | 6,433,564 | 8,209,813 | 10,537,062 | 9,038,775 | 9,217,776 | 99,983,112 |
| Philadelphia | 3,509,100 | 3,299,700 | 3,891,900 | 4,161,400 | 4,100,400 | 3,903,300 | 3,073,200 | 2,993,700 | 3,528,600 | 4,521,600 | 4,334,400 | 4,324,500 | 45,641,800 |
| Portland | 1,703,100 | 1,335,900 | 1,638,000 | 1,586,700 | 1,586,700 | 1,520,700 | 1,373,700 | 1,298,400 | 1,550,400 | 1,733,700 | 1,682,100 | 1,721,700 | 18,731,100 |
| St. Louis | 2,153,100 | 2,074,500 | 2,582,400 | 2,694,300 | 2,826,600 | 2,426,700 | 2,107,200 | 2,028,300 | 2,385,300 | 2,859,300 | 2,770,500 | 2,675,400 | 29,583,600 |
| St. Paul | 3,014,368 | 2,510,220 | 3,195,978 | 2,129,432 | 2,695,920 | 2,013,494 | 1,838,934 | 1,445,324 | 2,044,384 | 2,452,588 | 1,991,938 | 1,986,026 | 23,038,606 |
| San Francisco | 1,902,628 | 1,624,436 | 2,062,250 | 2,119,068 | 2,097,102 | 2,080,932 | 1,905,148 | 1,885,394 | 1,852,446 | 2,129,250 | 2,012,010 | 2,125,032 | 23,795,696 |
| Washington | 1,962,600 | 1,832,100 | 2,240,700 | 2,384,100 | 2,421,300 | 2,421,300 | 2,140,900 | 1,836,000 | 2,563,200 | 2,648,100 | 2,547,000 | 2,728,800 | 30,322,800 |
| Totals, by months | 52,966,687 | 45,624,892 | 56,849,103 | 59,965,343 | 61,352,581 | 55,602,133 | 46,931,551 | 45,844,176 | 57,000,901 | 64,110,072 | 60,697,444 | 61,793,956 | 668,738,839 |
| Year's total— | 668,738,839 | | | | | | | | | | | | |

| | 1914 | | | | | | | | | | | | |
|--------------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| | Jan. | Feb. | March | April | May | June | July | August | Sept. | Oct. | Nov. | Dec. | City Totals |
| Atlanta | 1,517,992 | 1,509,452 | 1,800,938 | 1,920,044 | 1,398,562 | 1,482,082 | 1,539,160 | 1,492,680 | 1,981,686 | 1,589,112 | 1,544,998 | 1,531,740 | 19,308,446 |
| Baltimore | 2,271,488 | 2,013,515 | 2,446,840 | 2,712,005 | 2,136,161 | 2,598,012 | 2,652,264 | 2,357,883 | 2,891,956 | 2,499,962 | 2,039,608 | 1,673,545 | 28,293,239 |
| Birmingham | 1,202,952 | 1,191,638 | 1,505,952 | 1,454,572 | 1,027,208 | 1,167,040 | 1,125,946 | 1,263,346 | 1,408,442 | 1,209,908 | 1,149,778 | 1,083,978 | 14,800,310 |
| Boston | 2,993,351 | 2,512,552 | 3,557,092 | 3,717,953 | 2,830,088 | 3,390,155 | 3,212,764 | 2,885,565 | 3,894,436 | 3,207,502 | 2,534,991 | 2,195,462 | 36,331,911 |
| Buffalo | 1,581,000 | 1,463,000 | 1,698,000 | 1,885,000 | 1,815,000 | 1,874,000 | 1,500,000 | 1,588,000 | 1,708,000 | 1,620,000 | 1,441,000 | 1,491,000 | 19,200,000 |
| Chicago | 4,038,000 | 3,551,700 | 4,593,600 | 4,784,400 | 3,815,700 | 4,211,400 | 4,261,500 | 4,368,300 | 4,775,100 | 4,299,000 | 3,747,900 | 3,390,300 | 49,836,900 |
| Cincinnati | 1,572,000 | 1,428,300 | 1,824,600 | 1,796,700 | 1,386,600 | 1,710,000 | 1,718,100 | 1,279,800 | 1,908,900 | 1,544,400 | 1,389,900 | 1,245,300 | 18,803,700 |
| Cleveland | 2,371,500 | 1,953,600 | 2,381,100 | 2,529,600 | 2,134,500 | 2,439,600 | 2,341,200 | 2,307,000 | 2,642,400 | 2,183,100 | 2,052,900 | 1,958,100 | 27,994,600 |
| Detroit | 2,714,700 | 2,353,500 | 2,338,500 | 3,116,100 | 2,511,600 | 2,768,700 | 2,787,900 | 2,889,300 | 3,533,700 | 2,773,800 | 2,481,100 | 2,176,800 | 32,445,700 |
| Houston | 1,247,680 | 1,203,272 | 1,544,116 | 1,377,124 | 1,066,814 | 1,165,178 | 1,243,186 | 1,148,084 | 1,436,204 | 1,241,800 | 1,148,000 | 1,082,298 | 14,903,756 |
| Indianapolis | 1,497,263 | 1,380,200 | 1,642,073 | 1,760,357 | 1,418,423 | 1,578,201 | 1,497,399 | 1,528,927 | 1,821,270 | 1,523,242 | 1,231,905 | 1,171,226 | 18,050,686 |
| Kansas City | 1,113,381 | 1,020,169 | 1,221,455 | 1,305,758 | 1,117,881 | 1,297,990 | 1,221,533 | 1,190,947 | 1,358,226 | 1,133,501 | 1,065,199 | 999,309 | 14,039,269 |
| Los Angeles | 4,410,000 | 4,090,800 | 4,735,800 | 4,305,000 | 3,653,700 | 3,954,600 | 3,870,000 | 3,790,500 | 4,420,200 | 3,994,800 | 3,808,500 | 3,968,700 | 49,002,600 |
| Milwaukee | 1,899,399 | 1,553,537 | 1,905,275 | 2,147,980 | 1,599,852 | 1,802,545 | 1,718,293 | 1,702,100 | 2,227,399 | 1,877,130 | 1,415,303 | 1,435,725 | 21,284,538 |
| Minneapolis | 1,838,654 | 1,698,699 | 2,182,980 | 2,331,114 | 2,006,910 | 2,012,464 | 2,038,458 | 1,900,622 | 2,543,916 | 2,074,028 | 1,608,972 | 1,647,908 | 23,884,723 |
| New Orleans | 998,562 | 983,834 | 1,395,411 | 1,503,153 | 1,130,769 | 1,247,301 | 1,289,834 | 1,395,307 | 1,533,334 | 1,230,105 | 1,186,942 | 1,008,241 | 14,902,793 |
| New York | 8,542,104 | 7,249,939 | 8,890,937 | 9,154,123 | 7,674,870 | 8,609,975 | 8,201,623 | 8,228,181 | 9,919,379 | 8,778,442 | 6,780,137 | 6,167,121 | 98,196,831 |
| Philadelphia | 3,588,000 | 3,582,900 | 4,158,000 | 4,344,300 | 3,422,700 | 3,837,600 | 4,163,400 | 3,719,400 | 4,618,500 | 3,970,800 | 3,193,500 | 2,943,000 | 45,542,100 |
| Portland | 1,731,000 | 1,536,900 | 1,889,400 | 1,768,400 | 1,698,300 | 1,938,900 | 1,815,900 | 1,646,400 | 1,926,300 | 1,700,700 | 1,527,600 | 1,431,900 | 20,611,700 |
| St. Louis | 2,338,000 | 2,155,200 | 2,852,700 | 2,825,709 | 2,268,000 | 2,676,000 | 2,709,000 | 2,456,700 | 3,026,700 | 2,333,700 | 2,016,600 | 2,002,500 | 29,660,800 |
| St. Paul | 1,347,346 | 1,141,434 | 1,462,020 | 1,601,386 | 1,261,890 | 1,419,236 | 1,377,642 | 1,399,678 | 1,644,384 | 1,437,772 | 1,192,128 | 1,156,792 | 16,441,908 |
| San Francisco | 1,958,408 | 1,739,124 | 2,254,636 | 2,222,612 | 1,765,622 | 2,068,916 | 1,946,256 | 1,831,634 | 2,466,408 | 2,155,314 | 1,904,070 | 1,890,630 | 24,231,630 |
| Washington | 2,047,200 | 1,827,900 | 2,246,700 | 2,323,200 | 1,988,400 | 2,368,200 | 2,393,400 | 1,555,600 | 2,456,700 | 2,095,500 | 1,823,700 | 2,162,400 | 26,526,400 |
| Totals, by months | 54,819,520 | 49,171,165 | 60,528,125 | 62,886,981 | 51,121,450 | 57,618,095 | 56,634,778 | 53,925,954 | 66,143,540 | 56,473,618 | 48,283,831 | 44,979,475 | 662,586,543 |
| Year's total— | 662,586,542 | | | | | | | | | | | | |

SCHOOLS GIVING INSTRUCTION IN PRINTING AND MACHINE COMPOSITION

Alabama
 Alabama Boys' Industrial School, Birmingham.
 Alabama School for the Deaf, Talladega.
 Tuskegee Normal and Industrial Institute, Tuskegee.

Arizona
 Bisbee High School, Bisbee.

Arkansas
 Arkansas Baptist College, Little Rock.
 Shorter College of the A. M. E. Church, North Little Rock.

California
 California School for the Deaf, Berkeley.
 Long Beach Polytechnic High School, Long Beach.
 Lincoln High School, Los Angeles.
 Los Angeles High School, Los Angeles.
 Manual Arts High School, Los Angeles.
 Master Printers' Association Linotype School, Los Angeles.
 Vocational High School, Oakland.
 Oroville Union High School, Oroville.
 Pomona High School, Pomona.
 Richmond Union High School District, Richmond.
 Mergenthaler Linotype Company, San Francisco.
 California Polytechnic High School, San Luis Obispo.
 San Mateo Union High School, San Mateo.
 Preston School of Industry, Waterman.
 Whittier State School, Whittier.

Colorado
 Colorado School for the Deaf and Blind, Colorado Springs.
 Fitzsimons General Hospital, Denver.

Connecticut
 State Trade School of Bridgeport, Ct., Bridgeport.
 State Reformatory, Cheshire.
 Boardman Trade School, New Haven.

District of Columbia
 Armstrong Manual Training School, Washington.
 Columbia Institute for the Deaf, Kendall Green.
 Government Printing Office Apprentice School, Washington.

Florida
 Montverde Industrial School, Montverde.
 Florida School for Deaf and Blind, St. Augustine.

Georgia
 Foote and Davis Company, Apprentice Department, Atlanta.
 Georgia School for the Deaf, Cave Spring.
 Georgia Alabama Business College, Macon. (Conducted under auspices of Southern Newspaper Publishers Association and American Newspaper Publishers Association.)

Illinois
 Harrison Technical High School, Chicago.
 Lane Technical School, Chicago.
 Lakeside Apprentice School, Chicago.
 Mergenthaler Linotype Company, Chicago.
 St. Mary's Training School, Desplaines.
 Illinois School for the Deaf, Jacksonville.
 Mooseheart Institute, Loyal Order of Moose—Printing Department, Mooseheart.
 Rockford High School, Rockford.

Indiana
 Anderson High School, Anderson.
 Indiana University (Department of Journalism), Bloomington.
 Indianapolis State School for the Deaf, Indianapolis.
 United Typothetis of America School of Printing, Indianapolis.

Iowa
 Industrial School for Boys, Eldora.
 State Reformatory, Anamosa.

Kansas
 Fort Hays Normal School, Hays.
 Boys' Industrial School, Hutchinson.
 University of Kansas, Department of Journalism, Lawrence.
 Federal Board for Vocational Training, Pittsburg.
 State Manual Training School, Pittsburg.

Kentucky
 Berea College, Berea.
 Kentucky School for the Deaf, Danville.

Louisiana
 Louisiana State School for the Deaf, Baton Rouge.
 Isaac Delgado Central Trades School, New Orleans.
 Mergenthaler Linotype Company, New Orleans.

Maine
 University of Maine, Orono.

Maryland
 St. Mary's School, Baltimore.
 Mergenthaler School of Printing, Baltimore.

Massachusetts
 Blanchard Linotyping Company, Apprentice Department, Boston.
 Boston Trade School, Boston.
 Veterans' Bureau Linotype School, Boston.
 Rindge Technical School, Cambridge.
 Fitchburg State Normal School, Fitchburg.
 Newton Vocational High School, Newtonville.
 Worcester Boys' Trade School, Worcester.

Michigan
 University of Michigan, Ann Arbor.

Minnesota
 Newspaper Publishers Association, Georgia Industrial Home for Boys, Macon.
 "News Tribune" Linotype School, Duluth.
 Dunwoody Industrial Institute, Minneapolis.
 State Training School, Red Wing.

Mississippi
 Mississippi Institute for Deaf and Dumb, Jackson.

Missouri
 State School for the Deaf, Fulton.
 Father Dunne's Newsboys' Home, St. Louis.
 Central High School, Kansas City.

New Jersey
 Atlantic City Boys' Vocational School, Atlantic City.
 New Jersey State Reformatory, Rahway.
 New Jersey School for the Deaf, Trenton.

New York
 Bushwick Evening Trade School, Brooklyn.
 Manual Training High School, (Evening Technical and Trade School), Brooklyn.
 Mergenthaler Linotype Company, Brooklyn.
 Elm Vocational School, Buffalo.
 Empire State School of Printing, Ithaca. (Conducted by New York State Publishers

ALWAYS FIRST
THE SYRACUSE HERALD was

For the
Year 1922

FIRST in TOTAL Advertising in Syracuse.

First in LOCAL Advertising in Syracuse.

First in NATIONAL Advertising in Syracuse.

First in AUTOMOTIVE Advertising in Syracuse.

First in IMPORTANT classifications in Syracuse.

Concentration of circulation in the city and suburban territory of Syracuse, with a minimum waste of out of the territory circulation, confining itself to assisting in solving Syracuse selling problems, plus the highest buying power, the result of a better newspaper make for this record.

The Sunday Herald has a city circulation more than 100% greater than the other Syracuse Sunday paper and a total circulation 30,000 greater than the other Syracuse Sunday newspaper.

The Evening Herald has a greater circulation, in Syracuse and in the Syracuse A. B. C. Trading Zone than any other newspaper except The Sunday Herald.

The Herald service department offers real cooperation to advertisers, assisting them to link the created demand from advertising space with a distribution at a time when it is most profitable.

Following are the lineage figures for the three Syracuse newspapers for 1922.

| | | |
|-----------------|--------------------------|------------------|
| | LOCAL DISPLAY | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 6,787,876 lines | 4,292,848 lines | 5,181,242 lines |
| | FOREIGN DISPLAY | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 1,418,148 lines | 1,258,131 lines | 1,222,039 lines |
| | AUTOMOBILE | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 829,451 lines | 727,307 lines | 471,884 lines |
| | TOTAL DISPLAY | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 9,035,471 lines | 6,278,286 lines | 6,876,155 lines |
| | CLASSIFIED ADV. | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 816,158 lines | 678,632 lines | 467,341 lines |
| | DEPARTMENT STORES | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 1,604,386 lines | 948,822 lines | 1,256,896 lines |
| | FOOD ADVERTISING | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 699,090 lines | 403,389 lines | 503,160 lines |
| | MEN'S WEAR | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 713,037 lines | 489,524 lines | 542,094 lines |
| | WOMEN'S WEAR | |
| Herald (7 days) | Post Standard (7 days) | Journal (6 days) |
| 831,742 lines | 282,597 lines | 612,633 lines |

SPECIAL REPRESENTATIVES

PRUDDEN, KING & PRUDDEN, INC.

286 Fifth Avenue
New York City

Globe Building
Boston

Steger Building
Chicago

“—the greatest daily paper of Canada
and always has been!”

—HAROLD B. JOHNSON

SPEAKING at St. Lawrence University recently on the subject of “Personalities of American Newspapers,” Harold B. Johnson, editor of the Watertown (N. Y.) Times, paid the following tribute to “Canada’s Best Newspaper” :—

“Here is the Montreal Gazette. *It is the greatest daily paper of Canada and always has been.* It is British, yet it is American. It has been run continuously since 1778, and Benjamin Franklin was indirectly responsible for its appearance. Franklin and a group of colonists went to Montreal in '76, carrying with them a printing outfit from Philadelphia, their purpose being to win over Canadians to the Continental cause. They published several volumes in the old Chateau de Ramsey and when they gave up their mission to return to Philadelphia one of the printers remained and three years later he established this great newspaper with the printing outfit that came from Philadelphia.

“The Gazette had its beginning in the same way that so many of the older papers were established, in a propaganda movement in behalf of some cause. *To-day it impresses itself on the entire British possessions as a herald of empire solidarity.*”

This disinterested tribute, from a journalist of another country, is an unusual piece of evidence of the regard in which The Gazette is held—in Canada or elsewhere—wherever it is known.

The Gazette is the only five cent daily newspaper in Montreal and it is likewise the only English morning paper in Montreal. Established in 1778 it is also Canada’s oldest newspaper.

Is Canada’s “greatest daily newspaper” on your list?

The Gazette

MONTREAL

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Branch Offices:

NEW YORK

Gilman, Nicoll & Ruthman
Canadian Pacific Building

BOSTON

Gilman, Nicoll & Ruthman
Tremont Building

CHICAGO

Gilman, Nicoll & Ruthman
Tribune Building

SAN FRANCISCO

Gilman, Nicoll & Ruthman
Monadnock Bldg.

OTTAWA

John Bassett,
28 Central Chambers

TORONTO

W. T. Martin,
123 Bay Street

LONDON, England

T. R. Clougher,
Royal Colonial Chambers
18, 19, 20 Craven St., W.C.



RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS

ALBERTA

| City, Population, Newspaper | Circulation | Minimum Adv. Rate National | Local | Publisher | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|--|-------------|----------------------------|-------|---|-------------------------------|-----------------------------|---------------------------|-----------------|-------------------------|-------------------------------|---------------------------|------------------------------|--------------------------|
| CALGARY, 63,117. Albertan (1-L) (27 x-55) | 12,702 x | .05 | .08 | Albertan Pub. Co., Ltd. Calgary Herald, Ltd. | W. M. Davidson J. H. Woods | W. M. Davidson C. Hayden | W. A. Tuttle C. Hayden | J. H. Woods | H. J. Ford W. Watson | W. H. Horner A. J. Spencer | W. Bryan A. J. Hillier | C. O. Oving O. L. Spencer | L. S. Waller F. Milne |
| EDMONTON, 59,637. Bulletin (76) | 5,321 | .05 | .07 | Bulletin Co. | John Howey | C. B. Morrison | F. H. McPherson | John M. Imrie | Arthur Yockney | George B. Cooper | H. E. Fuller | | |
| Journal (1) (1 x-44) | 3,347 | .05 | .07 | Edmonton Journal, Ltd. | A. A. Watt | Harold G. Long | C. E. Steele | W. A. Buchanan | John Torrance | John Torrance | L. Lindsay | R. W. Van Blarcom | F. T. Robbins |
| LETBRIDGE, 11,055. Herald (1) (3) (1-44) | 20,806 x | .025 | .05 | Herald Pub. Co. | A. A. B. Cook | Harold G. Long | C. E. Steele | W. A. Buchanan | John Torrance | John Torrance | Robt. J. Worth | Robt. J. Worth | E. Downie |
| MEDICINE HAT, 8,900. News (L) (3) (79-47) | 5,330 x | .015 | .015 | Medicine Hat News, Ltd. | L. Maxwell | A. J. N. Lenz | W. A. Clarke | A. J. N. Lenz | T. R. Osborne | M. Donaldson | Robt. J. Worth | | |

BRITISH COLUMBIA

| | | | | | | | | | | | | | |
|---|---------|------|-----|------------------------------------|----------------|------------------|-----------------|-----------------|-----------------|-----------------|-------------------|-----------------|-------------------------------------|
| NANAIMO, 5,306. Free Press (noon) (d) | 2,500 | .02 | | Nanaimo Free Press Ptg. & Pub. Co. | T. B. Booth | R. B. Hindmarch | F. S. Reynolds | R. B. Hindmarch | R. B. Hindmarch | R. B. Hindmarch | Jno. McNuckle | R. B. Hindmarch | { F. S. Freedy R. B. Hindmarch } |
| Herald (m) (1) (3) (47) | 2,300 | .018 | | B. R. Hindmarch | F. S. Reynolds | R. B. Hindmarch | F. S. Reynolds | R. B. Hindmarch | R. B. Hindmarch | R. B. Hindmarch | Jno. McNuckle | R. B. Hindmarch | { K. Hines D. C. McMorris } |
| DAILY NEWS (C) (3) (119-47) | 4,048 x | .025 | | F. F. Payne | F. F. Payne | H. H. Currie | H. H. Currie | H. H. Currie | W. A. Curran | T. Heddle | | | { H. W. Walsh Geo. S. Russell } |
| NEW WESTMINSTER, 14,000. British Columbia (1) (3) (noon) | 3,500 | .03 | | Columbian Co., Ltd. | J. D. Taylor | J. L. Cunningham | R. A. McLellan | J. D. Taylor | J. D. Taylor | A. R. Blair | C. D. Pele | A. R. Blair | { W. Ryan E. Hanks L. Boyd } |
| FRINCE GEORGE, 6,960. Providence (1) (44) | 1,560 | .025 | | Daily News, Ltd. | R. F. Pullen | H. F. Pullen | G. A. Hunter | George Wilson | George Wilson | Stil. G. Webb | Mrs. H. V. Graham | | { E. Hanks L. Boyd } |
| PRINCE GEORGE, 6,960. Herald (1) (1-44) | 59,501 | .10 | .10 | Hon. W. C. Nichol | Roy W. Brown | Bert Stein | | F. J. Burd | F. J. Burd | H. Gates | M. Hodgson | | { E. Hanks L. Boyd } |
| PRINCE GEORGE, 6,960. Herald (1) (1-44) | 24,665 | .10 | .10 | Robert J. Cromie | | | | S. Griffin | S. Griffin | H. Gates | M. Hodgson | | { E. Hanks L. Boyd } |
| PRINCE GEORGE, 6,960. Herald (1) (1-44) | 18,310 | .07 | .07 | Chas. E. Campbell | J. B. Cooper | R. B. Somerville | J. N. M. Brown | W. C. Tunkat | | | | | { H. Buckle E. A. Gallop } |
| VICTORIA, 36,776. Times (1-1) (E) (9 x-3 x-44) | 10,095 | .055 | .05 | J. B. H. Matson | C. Swayne | O. H. Nelson | J. S. H. Matson | J. L. Tait | R. A. Milne | R. A. Milne | A. G. Heston | A. T. Stewart | { E. C. Whitehead N. B. Smith } |
| VICTORIA, 36,776. Times (1-1) (E) (9 x-3 x-44) | 12,056 | .05 | .05 | Times Print. & Pub. Co., Ltd. | B. C. Nichol | T. H. Wilson | | R. G. Thomson | W. A. Patterson | W. A. Patterson | | | { J. Haulig E. C. Whitehead } |

MANITOBA

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|--|--------|------|------|----------------------------------|---------------|------------------|------------------|------------------|--------------------|----------------|----------------|--------------|-----------------------------------|
| BRANDON, 15,000. Sun (1-C) (3) (noon) | 5,048 | .025 | | J. B. Whitehead | W. Neakos | B. L. Crawford | J. B. Whitehead | J. B. Whitehead | W. A. Anderson | F. G. Mason | V. Shoupe | | { J. Haulig E. C. Whitehead } |
| PORTAGE LA PRAIRIE, 5,892. Graphic (1-L) (3) (noon) | 1,820 | .016 | | Graphic-Liberal Ptg. Co., Ltd. | G. B. Peter | H. F. Linden | W. E. H. Macklin | W. McCurdy | W. B. D'Estere | J. P. Sweeney | A. George | H. W. Cooper | { E. W. Cooper W. S. Sturges } |
| WINNIPEG, 178,364. Free Press (1) (1-44) | 44,271 | .15 | .15 | Manitoba Free Press Co., Ltd. | W. Dufor | R. G. Dufor | H. F. Linden | W. E. H. Macklin | W. McCurdy | W. B. D'Estere | J. P. Sweeney | A. George | { E. W. Cooper W. S. Sturges } |
| WINNIPEG, 178,364. Herald (1) (1-44) | 25,654 | .071 | .071 | Dawson Richardson Pub. Co., Ltd. | John Monerdel | V. E. Knowles | A. W. Beifort | M. E. Nichols | D. George Dumaresq | H. A. Tyrer | Geo. W. Haston | A. C. Samson | { E. W. Cooper W. S. Sturges } |
| WINNIPEG, 178,364. Herald (1) (1-44) | 1,500 | .10 | .10 | Tribe Newspaper Co., Ltd. | John Monerdel | V. E. Knowles | A. W. Beifort | M. E. Nichols | D. George Dumaresq | H. A. Tyrer | Geo. W. Haston | A. C. Samson | { E. W. Cooper W. S. Sturges } |
| WINNIPEG, 178,364. Herald (1) (1-44) | 37,762 | .07 | .07 | Chas. E. Campbell | J. B. Cooper | R. B. Somerville | J. N. M. Brown | W. C. Tunkat | | | | | { E. W. Cooper W. S. Sturges } |

NEW BRUNSWICK

| | | | | | | | | | | | | | |
|--|--------|------|------|-----------------------------|----------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------------------|
| FREDERICTON, 7,508. Gleaner (noon) (d) | 6,213 | .026 | | Gleaner, Ltd., Pub. | B. L. Allen | E. L. Allen | C. W. Clark | B. L. Allen | E. G. Merritt | K. M. Dorrien | C. E. Allen | H. M. Combes | { R. McCauley C. De L. Black } |
| FREDERICTON, 7,508. Gleaner (noon) (d) | 1,560 | .011 | | The Mail Ptg. Co. | J. S. Boyd | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | { R. McCauley C. De L. Black } |
| MONCTON, 11,345. Times (1-C) (3) (noon) (d) | 4,160 | .015 | .015 | Times Ptg. Co. | J. S. Boyd | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | J. C. Keating | { R. McCauley C. De L. Black } |
| ST. JOHN, 47,166. Journal (1) (1-44) | 7,000 | .03 | .03 | St. John Globe Pub. Co. | Frank B. Ellis | J. E. Gillespie | J. E. Gillespie | J. E. Gillespie | J. E. Gillespie | J. E. Gillespie | J. E. Gillespie | J. E. Gillespie | { R. McCauley C. De L. Black } |
| ST. JOHN, 47,166. Herald (1) (1-44) | 5,700 | .05 | .05 | Journal Pub. Co. | R. C. McManis | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | { R. McCauley C. De L. Black } |
| ST. JOHN, 47,166. Herald (1) (1-44) | 14,803 | .04 | .04 | Times Ptg. & Pub. Co., Ltd. | A. M. Belding | Frank I. McCauley | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | { R. McCauley C. De L. Black } |
| ST. JOHN, 47,166. Herald (1) (1-44) | 15,000 | .04 | .04 | Times Ptg. & Pub. Co., Ltd. | A. M. Belding | Frank I. McCauley | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | E. W. McCready | { R. McCauley C. De L. Black } |

NOVA SCOTIA

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|--|--------|------|------|----------------------------|---------------------|---------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------------------|
| AMHERST, 8,973. News (L-C) (3) (noon) (d) | 1,520 | .012 | | News Sentinel Ltd. | George E. Herman | R. M. Ross | J. A. Tait | J. A. Tait | J. A. Tait | J. A. Tait | J. A. Tait | J. A. Tait | { R. McCauley C. De L. Black } |
| GLACE BAY, 18,000. Gleaner (1) (100-47) | 6,379 | .015 | | A. D. Macneil | Joseph McDonald | A. D. Macneil | C. C. Ogilvie | A. D. Macneil | B. MacKinnon | B. MacKinnon | B. MacKinnon | B. MacKinnon | { R. McCauley C. De L. Black } |
| HALIFAX, 65,978. Chronicle (L) (27 x-44) | 10,282 | .09 | .09 | Chronicle Pub. Co., Ltd. | J. L. Hickey | A. F. Macdonald | H. W. Jones | G. Fred Pearson | E. C. Young | G. F. Greene | B. S. Tolloch | | { R. McCauley C. De L. Black } |
| HALIFAX, 65,978. Herald (m) (78) | 8,182 | .10 | .10 | Halifax Herald, Ltd., Pub. | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | { R. McCauley C. De L. Black } |
| HALIFAX, 65,978. Herald (m) (78) | 15,634 | .05 | .05 | Halifax Herald, Ltd., Pub. | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | W. H. Dennis | { R. McCauley C. De L. Black } |
| NEW GLASGOW, 8,000. News (C) (3) (noon) (d) | 8,300 | .013 | | News (C) (3) (noon) (d) | J. W. H. Sutherland | J. W. H. Sutherland | F. J. McPherson | F. J. McPherson | F. J. McPherson | F. J. McPherson | F. J. McPherson | F. J. McPherson | { R. McCauley C. De L. Black } |
| NORTH SYDNEY, 5,418. Herald (noon) (d) | 2,544 | .025 | .025 | N. Sydney Herald Pub. Co. | J. B. McDonald | J. B. McDonald | F. Mosley | S. T. Hill | S. T. Hill | S. T. Hill | S. T. Hill | S. T. Hill | { R. McCauley C. De L. Black } |
| SYDNEY, 39,000. Post (C) (79-47) | 1,183 | .025 | .025 | Record Pub. Co., Ltd. | H. F. Ashley | H. B. Jefferson | E. L. Coleman | E. L. Coleman | E. L. Coleman | E. L. Coleman | E. L. Coleman | E. L. Coleman | { R. McCauley C. De L. Black } |
| TRURO, 6,107. News (1) (3) (noon) | 1,237 | .007 | | News Pub. Co., Ltd. | W. D. Dimock | A. B. Coffin | A. B. Coffin | A. B. Coffin | A. B. Coffin | A. B. Coffin | A. B. Coffin | A. B. Coffin | { R. McCauley C. De L. Black } |

ONTARIO

| City, Population, Newspaper | Circulation | Minimum Adv. Rate | Editor | Managing Editor | City Editor | General Manager | Business Manager | Advertising Manager | Circulation Manager | Classified Manager | Mechanical Job Printing |
|---|-------------|-------------------|---|-----------------|----------------|-----------------|------------------|---------------------|---------------------|--------------------|---|
| BELLEVILLE, 9,876. Intelligencer (m) (d) Ontario (news) (d) | 2,084 | .012 | W. H. Merton, Publisher | | | | | | | | |
| BRANTFORD, 35,000. Advertiser (m) (192-94) | 16,728 | .035 | T. H. Preston | T. H. Preston | F. D. Bertle | W. E. Preston | J. H. Johnson | J. D. Hanley | | Mrs. Wheeland | R. G. Scott |
| BROCKVILLE, 9,007. Advertiser (m) (1-4) (j) (news) (d) | 4,404 | .013 | M. C. Franklin | | | W. J. Moore | W. J. Moore | | | | S. Ball |
| CHATHAM, 12,000. News (j) (j) (34-68) Planet annexed with News Jan. 1, '23 | 6,000 | .025 | C. C. George | | | | W. A. Glass | | M. G. Lamb | | Keith Stewart |
| PORT WILLIAM, 26,500. Times-Journal (j) (j) (news) | 5,506 | .025 | J. R. Lumby | G. W. Gorman | D. Smith | D. Smith | Chas. W. Wilson | John McDonald | | | { Frank Stephens J. Doherty } |
| GALT, 13,337. Advertiser (j) (23 x-41) (d) | 4,358 | .018 | Allan Holmes | W. M. Stuart | | Henry J. Foster | | | | | |
| GUELPH, 17,000. Herald (news) | 3,290 | .01 | H. Gunner | | | | | | | | Theo. Bates |
| HAMILTON, 113,894. Herald (j) (25 x-126-94) Advertiser (m) (1-3) (news) (d) | 20,766 | .05 | J. L. Lewis | W. J. McNair | John Tremlett | B. B. Harris | B. B. Harris | Geo. Davie | C. I. Atchison | | High Dale |
| KINGSTON, 18,974. Star (m) (1-1) (j) (27 x-3 x-48) Standard (j) (j) (23 x-49) | 30,665 | .07 | A. J. Holloway | Wm. Mullis | J. A. Mckenzie | W. J. Bootham | J. A. Mckenzie | J. A. Mckenzie | L. T. Britton | | { N. J. Landry H. E. Pense Geo. Pollat E. A. Salisbury } |
| KITCHENER, 23,500. Advertiser (j) (27 x-48) | 6,946 | .025 | W. J. Motz | E. Donohoe | | W. J. Motz | T. H. Kay | W. J. Taylor | M. D. Eiler | | W. Besner |
| LONDON, 60,685. Advertiser (j) (27 x-48) Free Press (j) (9 x-113-133) Advertiser (j) (27 x-48) Evening edition Evening edition | 21,517 | .08 | Arthur E. Kennedy | Rein McMillan | H. E. Muir | H. E. Muir | | | | | John Dalton |
| Niagara Falls, 11,000. Advertiser (j) (27 x-48) | 3,874 | .013 | J. M. Corran | F. H. Leile | J. M. Owan | F. H. Leile | | | | | A. E. Twinn |
| OTTAWA, 158,331. Advertiser (j) (27 x-48) | 9,106 | .08 | C. A. Bowman | T. D. Fin | W. MacDonald | G. A. Disher | F. W. Crabbe | T. V. Armstrong | | | F. Walker |
| Owen Sound, 12,190. Advertiser (j) (27 x-48) | 5,888 | .035 | Syndicat D'Ouvres Sociales, Charles Gaudier | Emile Boucher | Jos. Goulet | H. E. Lemieux | A. Lester | M. Rollard | | | C. Courtemauche |
| Peterborough, 30,989. Advertiser (j) (25 x-126-94) | 6,956 | .025 | F. D. Craig | | | R. M. Glover | | | | | G. Meag |
| Port Arthur, 11,220. Advertiser (j) (25 x-126-94) | 4,637 | .025 | F. E. Allen | | O. F. Young | E. B. Mackay | John Manning | Charles Goerle | | | Harold Stanworth |
| St. Catharines, 17,500. Standard (j) (j) (94-47) | 9,159 | .03 | H. H. Walsh | H. B. Burgoyne | W. A. Moore | H. B. Burgoyne | H. M. Leahy | E. Cobley | A. Ross | | E. Whitman |
| St. Thomas, 18,000. Advertiser (j) (128) | 9,143 | .035 | L. H. Dingman | L. H. Dingman | Thos. Keith | | W. L. Agnew | F. L. Watson | C. G. Woodside | | |
| Sarnia, 12,000. Advertiser (j) (23 x) | 4,725 | .019 | Canadian Observer (j) (23 x) | | | | W. F. McKee | W. J. Batten | | | J. Pascoe |
| Sault Ste. Marie, 18,000. Star (j) (j) (news) | 4,259 | .03 | J. W. Curran | J. W. Curran | | R. A. Addison | R. A. Addison | R. A. Addison | | | J. W. Curran |
| Shriaford, 12,946. Advertiser (j) (48) | 3,134 | .015 | Chas. Dingman | Ros Keane | T. Dolan | K. W. O'Brien | S. E. Dawson | P. I. Keating | | | W. Edwards |
| Toronto, 200,000. Advertiser (j) (27 x-48) Advertiser (j) (27 x-48) Advertiser (j) (27 x-48) Advertiser (j) (27 x-48) Advertiser (j) (27 x-48) | 98,113 | .20 | F. Stewart Lyon | H. McKinlon | M. B. McDonald | J. S. Douglas | Geo. E. Scraggie | J. S. Byrne | | | John Chinn |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | C. A. Jennings | W. J. Wilkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | H. Lash | H. Lash | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
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| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
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| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
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| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
| Windsor, 61,441. Advertiser (j) (27 x-126) | 14,976 | .04 | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | J. E. Atkinson | W. C. R. Harris | W. L. Argue | | | Geo. E. Scraggie |
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*Go Where the Money Is and Go Now!
Save Time, Thought and Effort—Make*

LA PRESSE

QUEBEC
PROVINCE,
1922. SURPLUS
OVER
\$5,000,000
RELATIVELY THE
WEALTHIEST
MARKET ON
EARTH

The National French Daily News-
paper of Canada, your passe-par-
tout to the VERY prosperous
MONTREAL-QUEBEC market—
WHICH IT DOMINATES!

Nothing Can Replace the Great Circulation of

LA PRESSE

which has the largest Daily Circulation in Canada,
without exception,—over

40,000 more than any other Mon-
treal daily newspaper! Nothing can
replace its proverbial pulling-power!
LA PRESSE has the lowest milline
rate of all American dailies. (Con-
sult Standard Rate & Data Service,
Chicago, please.) A. B. C. reports
furnished on request.

LA PRESSE SERVES the public
as very few newspapers in the world
do!

You are cordially invited to use the
LA PRESSE Promotion and Statis-
tical Service.

Rotogravure Service
Magazine Service

MOST RADIO FANS IN NORTH
AMERICA ENJOY CKAC
BROADCASTS.

Did you know that LA PRESSE
readers get a Daily, Exclusive, Radio
Direct News Service From Paris?

LA PRESSE SALARIED REPRESENTATIVES WILL GLADLY GIVE
YOU FURTHER INFORMATION—IN YOUR OWN INTEREST YOU
SHOULD GET IT NOW!

LA PRESSE
CIRCULATION
EXCEEDS
150,000

**Attempt Less!
Accomplish More!**

In Canada, Concentrate In Your
Logical Market: The MON-
TREAL-QUEBEC MARKET.

and for
IMMEDIATE RESULTS

Use the Time-Tested Money-
Maker and Indispensable Medium

LA PRESSE

French-Canadians are quick to ap-
preciate a good article and will buy
freely, if asked to do so by adver-
tising in LA PRESSE.

It is futile to attempt to sell French-
Canadians in a language they do not
understand. The most English ad-
vertising can accomplish is to reach
15% of the total of the Province.

MONTREAL'S
POPULATION :
800,000
Over 70%
FRENCH
CANADIAN

New York:
Wm. J. Morton Co.
288 5th Ave.
(Gram. 5948)

Chicago:
Wm. J. Morton Co.
Tribune Bldg.
(Central 1990)

Toronto:
S. L. REES
319 Bay Street
(Adelaide 1427)

Montreal:
H. A. Robert
Advertising Manager
(Main 5370)

N. B.—Action Counts!

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS—Continued

QUEBEC—Continued

Table listing newspaper details for Quebec, including City, Populations, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

SASKATCHEWAN

Table listing newspaper details for Saskatchewan, including City, Populations, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

YUKON TERRITORY

Table listing newspaper details for Yukon Territory, including City, Populations, Newspaper, Circulation, Minimum Adv. Rate, National, Local, Publisher, Editor, Managing Editor, City Editor, General Manager, Business Manager, Advertising Manager, Circulation Manager, Classified Manager, Mechanical Job Printing.

DAWSON, 3,012. News (none) (d) .043 Dawson News Publishing Co. (I) politically independent; (E) indicates Sunday morning edition; (m) indicates Saturday morning edition; (N) indicates Sunday evening edition; (O) indicates Saturday morning edition; (P) indicates Sunday evening edition; (R) indicates Saturday morning edition; (S) indicates Sunday evening edition; (T) indicates Sunday evening edition; (U) indicates Sunday evening edition; (V) indicates Sunday evening edition; (W) indicates Sunday evening edition; (X) indicates Sunday evening edition; (Y) indicates Sunday evening edition; (Z) indicates Sunday evening edition.

1821 :: ONTARIO'S OLDEST NEWSPAPER :: 1923
The RECORDER and TIMES
Brockville, Ontario, Canada
Now celebrating its Golden Jubilee—1873-1923, as a daily, and for over one hundred years in the weekly field. It is the survivor of many competitors, proving the confidence in which it is held by its readers.
Brockville is a good manufacturing city, a railway terminal surrounded by Eastern Ontario's rich Dairy section, a desirable residential city, at the foot of the 1000 Islands.
Ask for A. B. C. Auditor's Report
National Advertisers would do well to consider the R. and T. when arranging Canadian campaign.
Rates on application or at all Agencies.
RECORDER PRINTING COMPANY, LIMITED
PUBLISHERS
BROCKVILLE, ONT.

FEATURES
Proofs, prices and sample mats with pleasure on request
CAMERA NEWS PAGE
Made up of 1, 2 and 3 col. news pictures.
FASHION PAGE
Feder photos, attractively grouped. Copy by Barbara Winthrop.
CHILDREN'S PAGE
Short stories, verses, puzzles, toy-making, etc.
FEATURE PAGE
Two miscellaneous half-page articles, illustrations in lay-out.
WEEKLY HOUSE PLANS
Two and 3 col. sizes. By W. W. Purdy.
HANDICRAFT IN THE HOME
Filet, embroidery, fancy work, etc. By Alice Urquhart Fewell.
RADIO
Three articles each week. By Frank Chapman.
HINTS FOR THE MOTORIST
Three a week, with Q. and A. Department. By Albert L. Clough.
SMILES
One column illustrated comics, by various artists.
EASY TRICKS
A daily one column feature.
US KIDS
A 6 column daily strip comic. By O'Neill.
PERTINENT PORTRAITS
Ten single column portraits, and pen sketch by Evans.
NOOZIE, THE SUNSHINE KID
Half and one column sizes. By Hop.
DAILY PUZZLES
One and two column sizes. By Walter Wellman.
DAILY FASHION HINTS
One or two columns. By Mabel Whitney.
FORTY WINNING PLAYS IN FOOTBALL
By John J. McEwan and Major Graves.
TWENTY-FOUR LESSONS IN BOXING
By Spike Webb.
SEVENTY-TWO LESSONS IN BASEBALL
By J. B. Sheridan.
FORTY-EIGHT CLASSIFIED BUILDING ADS
Two and three column sizes. By T. R. Longcope.
THE AD-ROUTE
A syndicate newspaper house organ. By W. S. Bail.

THE INTERNATIONAL SYNDICATE
Established 1899
BALTIMORE MARYLAND

CANADIAN LEGISLATION IN 1922
Sales Tax on Engravings, Electrotypes, etc.—As some confusion existed as to the rate of sale tax applicable in the case of sales of engravings, electrotypes, etc., by the manufacturers thereof to publishers of newspapers, magazines and trade papers, as well as to job printers, the excise authorities at Ottawa in April issued a ruling, which made the 3 per cent rate effective in these cases. Ordinarily sales by manufacturers of goods to wholesalers are subject to a tax of 1 1/2 per cent, and to retailers or consumers of 3 per cent, and by wholesalers to retailers or consumers of 1 1/2 per cent. The point was as to whether the printer was to be regarded as a wholesaler or a consumer and the decision is to the effect that, for the purposes of the tax, he is a consumer. If he resells an electro or engraving to an advertiser, the sale is not subject to any tax, as the sale tax does not apply to sale by retailers or consumers.
Blue Law Enforcement in Canada, Too.—Victoria (B. C.) voters gave a seven-to-one majority against enforcement here of the Lord's Day Act, which had been ordered by the police commission. The order prohibited the operation of newstands on Sundays. The result of the

plebiscite vote taken showed that Victoria was emphatic in its demand for newspapers on Sunday. Efforts are now being made to have the Lord's Day Act, which is a Federal statute, repealed or severely amended.
Imported Printed Matter Must State Country of Origin.—Publishers of newspapers, magazines, and books, printers and advertisers, were affected by new Canadian Customs regulations, put into force on November 1, so that they can no longer ship in or mail into Canada any printed matter for use by their dealers, for distribution over the counter or to be sent through the mails, unless it bears the imprint "Made in the United States" or other country of origin. The new regulations apply to newspapers as well as all other publications and printed matter generally. According to an interpretation given by the Department of Customs to Editor & Publisher, of the clauses defining ways in which origin can be indicated, the usual publisher's statement in newspapers will be regarded as sufficient, provided the address given includes state and country.
SUSPENSIONS OF DAILY NEWSPAPERS IN CANADA
Charlottetown (P. E. I.) Examiner.
Kitchener (Ont.) Daily Telegraph.

In Canada it boils down to—

Canada—The wealthiest country per capita in the world.

Ontario—The wealthiest Province of Canada.

Toronto—Comprises one-fifth the population of Ontario—127,000 homes—522,666 residents.

The Evening Telegram—Read in five out of each six Toronto homes—Toronto circulation 103,586 or 94.9% concentrated. Total circulation 109,077.

THE EVENING TELEGRAM

TORONTO — CANADA

CIRCULATION 109,077 (A. B. C. 1922)

U. S. Representatives—VERREE & CONKLIN, Inc.

New York—300 Madison Ave.
Chicago—Steger Building

Detroit—117 Lafayette Blvd.
San Francisco—Monadnock Bldg.

CANADIAN SPECIAL REPRESENTATIVES

| Key | Firm Name | City | Street | Manager |
|------|-----------------------------------|------------------|-----------------------|-------------------|
| 1X | Abraham, Charles A. | Montreal, Que. | 232 St. James st. | C. A. Abraham |
| 2-X | Bowater, A. V. (See Number 4-X) | | | |
| 3-X | Calder, Frank | Montreal, Que. | 40 Hospital st. | Frank Calder |
| 4-X | Consolidated Press, Ltd. | Toronto, Ont. | Graphic Arts Bldg. | Miller McKnight |
| | | Montreal, Que. | 171 St. James st. | |
| | | Winnipeg, Man. | Boyd Bldg. | F. C. Pickwell |
| | | New York City | 507 5th ave. | |
| | | Chicago, Ill. | 8 S. Dearborn st. | |
| | | London, Eng. | 10 Norfolk st. | A. V. Bowater |
| | | | Strand, W. C. 2. | |
| 5-X | Davis, J. Lester | Toronto, Ont. | 313 Jane st. | J. L. Davis |
| 7-X | Gagnier, Ltd., H. (See 4-X) | | | |
| 8-X | Gowe, L. S. (See 28-X) | | | |
| 9-X | Guy, Edgar J. | Toronto, Ont. | Royal Bank Bldg. | E. J. Guy |
| 10-X | Guy, Henry | Toronto, Ont. | 154 Mt. Joy ave. | Henry Guy |
| 11-X | Harkins, John | Toronto, Ont. | 70 York st. | John Harkins |
| 12-X | Healy, Walter J. | Montreal, Que. | 30 St. John st. | W. J. Healy |
| 14-X | Long, W. F. | Montreal, Que. | 11 St. Sacrement ave. | W. F. Long |
| 15-X | McGillivray, W. W. | Toronto, Ont. | 182 Bay st. | W. W. McGillivray |
| 16-X | McKnight, Miller (See Number 4-X) | | | |
| 17-X | Martin, W. T. (See Number 19-X) | | | |
| 18-X | Mason, Frank H. | Toronto, Ont. | 70 Lombard st. | F. H. Mason |
| 19-X | Montreal Gazette | Toronto, Can. | 123 Bay st. | W. T. Martin |
| 20-X | Payson, Frank E. | Vancouver, B. C. | Winch Bldg. | Frank E. Payson |
| 21-X | Pickwell, F. C. (See Number 4-X) | | | |
| 22-X | Rathbone, J. B. | Montreal, Que. | Transportation Bldg. | J. B. Rathbone |
| | | Toronto, Ont. | 95 King st., E. | J. B. Rathbone |
| 23-X | Rees, S. L. | Toronto, Ont. | 319 Bay st. | S. L. Rees |
| 24-X | Rose, H. | Toronto, Ont. | 432 St. Clarens ave. | H. Rose |
| 26-X | Smallpiece, H. E. | Toronto, Ont. | 32 Church st. | H. E. Smallpiece |
| 27-X | Thompson, F. W. | Toronto, Ont. | 100 King st. | F. W. Thompson |

NOTE—Numerals and letters in first column key with Canadian Newspaper Directory, just preceding this list. The advertising representative of every newspaper is thus shown.
*—Indicates head office.

THE DAILY BRITISH WHIG
Kingston's Best Newspaper

OUR OFFICE BOY SAYS—"Say, I'm the guy that's puttin' this here sheet on the map. When I come here about three years ago they thought they was doin' fine with five thousand or so circulation, and since I come their monthly battin' averages has been so high the business office has to get a step-ladder to keep track of them."

AVERAGE DAILY CIRCULATION for last six months of 1922—7,253.

BY MONTHS—

| | | |
|-----------|------|--------|
| July | 7045 | |
| August | 7113 | Up 68 |
| September | 7182 | Up 69 |
| October | 7474 | Up 292 |
| November | 7617 | Up 143 |
| December | 7687 | Up 70 |

—AND STILL RISING.

THERE IS NO Better indication of the potentialities of the Kingston territory as a market than the growth of Kingston's leading newspaper. If you have goods to market it will pay you to get into this territory and the best introduction to its buyers is through the columns of the Daily British Whig.

Write for A. B. C. Audit Statement for 1922 to

British Whig - Kingston, Ontario

CANADIAN ADVERTISING AGENCIES AND THEIR SPACE BUYERS

| | | | |
|--|------------------------------|---|---|
| ADVERTISING SERVICE CO., LTD. a-c-g-j | 70 McGill College Av. | Montreal, Quebec* | H. R. Coekfield C. F. Goldthwaite C. T. Solomon |
| | 220 Yonge St. | Toronto, Ont. | E. H. Smith T. L. Anderson Miss K. L. Hansler |
| AGENCE CANADIENNE DE PUBLICITE, LTD. | | (See Canadian Advertising Agency, Ltd.) | |
| BAKER ADV. AGCY., LTD. a-c-g-j | 184 Bay St. | Toronto, Ontario | R. A. Baker F. H. Hayhurst R. G. Thomas C. M. Musgrove |
| BLAIKIE, DUNCAN S. c-j | 35 St. Nicholas St. | Montreal, Quebec | S. A. Pashlin |
| BOWMAN, LTD., SIDNEY S. c-j | Canadian Cement Bldg. | Montreal, Quebec | P. Woollcombe R. R. De Long |
| CAMPBELL-EWALD CO. a-f-g | Hamilton Tr. Bldg. | Toronto, Ont. | George C. Fries |
| | Marquette Bldg. | Detroit, U.S.A.* | |
| | Mallers Bldg. | Chicago, Ill. | |
| | 18 W. 34th St. | | |
| CANADIAN ADVG. AGCY. LTD. a-c-g-j | Unity Bldg. | Montreal, Quebec | H. S. McCulloch |
| | 13 Mariveaux St. | Paris, France | |
| CENTRAL PRESS AGENCY | 110 York St. | Toronto, Ont. | |
| CLUXTON, L. G. | 1215 Greene Av. | Montreal, Quebec | |
| CONSOLIDATED ADV. SERVICE a-c-g-j | 73 Richm'd St. | W. Toronto, Ont.* | C. F. Craigie Mrs. E. M. Macdonald C. L. Hannon Joseph Burgess |
| | 171 St. James St. | Montreal, Quebec | |
| CRAWFORD-HARRIS ADV. SERVICE a-c-g-j | Province Bldg. | Vancouver, B. C.* | |
| | 40 Garipey Block. | Edmonton, Alberta. | |
| CURRY ADV. SERV., THOS. H. | Ray Bldg. | Halifax, N. S. | |
| DEAN ADV. AGCY., E. STERLING a-c-g-j | 8 Wellington St. | E. Toronto, Ont. | E. Nisbet S. A. Merriam |
| DENNE & CO., LTD., A. J. c-j | 43 King St. | W. Toronto, Ont. | R. O. McKeown |
| DESBARATS ADV. AGCY., LTD. a-c-g-j | 161 Beaver Hill Hall | Montreal, Que.* | E. W. Desbarts A. H. MacLauchlan |
| | 45 Jarvis St. | Toronto, Ont. | |
| DOMINION ADVERTISERS, LTD. c-j | 311 Beaver Hill Hall | Montreal, Quebec | R. O. Stevenson F. W. McLaughlin |
| EASTMAN ADV. CO. | Standard Bk. Bldg. | Vancouver, B. C. | Morgan Eastman Tom F. Moulton M. E. McKay |
| EDWARDS ADVG. AGCY. d | Roy Bldg. | Halifax, N. S. | |
| FEDERAL ADV. AGCY., LTD. c-j | Dom. Sav. Bldg. | London, Ont.* | T. H. Yull |
| | Landed Banking & Loan Bldg. | Hamilton, Ont. | |
| FINANCIAL ADV. CO. OF CAN. ADA, LTD. c | Bd. of Trade Bldg. | Montreal, Quebec | Miss G. D. Heath |
| | 34 King St. | W. Toronto, Ont. | |
| FISHER CO., LTD., JAS. c-j | 386 Yonge St. | Toronto, Ont. | Frank Wright |
| GENERAL NEWS & ADVERTISING AGCY., LTD. c-j | Can. Cement Bldg. | Montreal, P. Q. | Ed. Montet |
| GIBBONS, LTD., J. J. a-c-g-j | 119 Wellington St. | Toronto, Ont. | |
| | W. Wellington St. | Montreal, Quebec | |
| | Coronation Bldg. | Montreal, Quebec | |
| | Tribune Bldg. | Winnipeg, Man. | Miss M. Pernel |
| GORDON & GOTCH, LTD. | 136 Bay St. | Toronto, Ont. | |
| HAMILTON ADVERTISERS AGCY., Ltd. c-j | 17 Main St. | Hamilton, Ont. | S. I. La Barre F. W. Hunt E. R. Humphreys |
| HUNT ADVG. SERV., F. W. | 33 Richmond St. | W. Toronto, Ont. | |
| IMPERIAL PUBLISHING CO., LTD. c-j | 140 Barrington St. | Halifax, N. S. | |
| McCANN CO., LTD., H. K. a-c-f-j | 14 King St. | E. Toronto, Ont. | |
| | 61 Broadway | New York City | |
| | Nat. City Bldg. | Cleveland, Ohio | M. Falis |
| | McCann Bldg. | San Francisco, Cal. | |
| | Continental Oil Bldg. | Denver, Colo. | |
| McCONNELL & FERGUSON, LTD. c-j | 7 Market Lane | London, Ont.* | |
| | Temple Bldg. | Toronto, Ont. | |
| | Furness Bldg. | Montreal, Que. | C. S. Bowie |
| | Confederation Life Bldg. | Winnipeg, Man. | |
| | Dom. Bk. Bldg. | Vancouver, B. C. | |
| McKIM, LTD., A. a-c-g-j | 475 Phillips Sq. | Montreal, Que.* | C. T. Pearce H. E. Stephenson Wm. Findlay B. A. Bennett |
| | Jarvis Bldg. | Toronto, Ont. | |
| | Home Bk. Bldg. | Hamilton, Ont. | |
| | Union Bk. Bldg. | Winnipeg, Man. | |
| | 6 Norfolk St. | London, England | R. F. Griffiths |
| MACKAY-VAN BUREN ADV. LTD. | 231 8th Av. | W. Calgary, Alberta | |
| MACPHERSON & McCURDY, LTD. a-c-g-j | Bell Block | Winnipeg, Man. | R. J. Macpherson H. Lavender F. H. Mason |
| MASON ADV. AGCY. | 70 Lombard St. | Toronto, Ont. | |
| MASSIE, LTD., A. J. c | Chamber of Com. | Winnipeg, Man. | A. J. Massie V. C. Irons Geo. H. K. Mitford R. Bedell |
| | Province Bldg. | Vancouver, B. C. | |
| MITFORD ADV. AGCY., c-j | Temple Bldg. | Toronto, Ont. | |
| MONTY, ALBERT | | Montreal, Que. | |
| MULLER CO., LTD., R. SYKES c | Can. Cement Bldg. | Montreal, Que. | R. S. Muller Fred A. Black F. E. Scott |
| NATIONAL ADVG. AGCY. a-c-j | | Montreal, Quebec | |
| NATIONAL PUBLICITY, LTD. | 286 St. Jaa. St. | W. Montreal, Quebec | H. Bartholomew |
| NEWTON ADV. AGCY. d | Fert Street | Victoria, B. C. | Geo. W. Newton |
| NORRIS-PATERSON, LTD. a-c-g-j | 10 Adelaide St. | E. Toronto, Ont. | |
| | 232 St. James St. | Montreal, Quebec | |
| PEABODY, CHARLES E. | 178 Napean St. | Ottawa, Ont. | J. B. O'Higgins A. H. MacLauchlan Miss J. Pence |
| PRESS AGENCY BUREAU, LTD. c-j | Cor. Yonge & Temperance Sts. | Toronto, Ont. | |

(Continued on page 204)

Explanation of Key Letters

A—Recognized by American Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local Publishers' recognition (agent's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member American Association of Advertising Agencies. I—Head Office. J—Member Canadian Association of Advertising Agencies. Where agency has American Newspaper Publishers' Association or Canadian Daily Newspapers' recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing in such cases.

Sprague Electric Motor Drive and Control Systems for Newspaper Presses

Conceded First Place in the Press equipment field for Superior Construction and Unequalled performance.

Over 400 installations in this country and abroad bear testimony to the

Reliability and Safety of the Sprague System

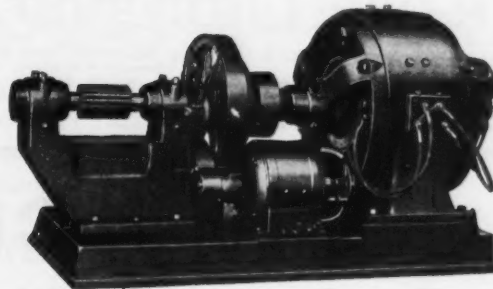
The largest contract for Controls and Drives for one plant was placed this year by the Philadelphia Public Ledger for Sprague Equipments, after a careful examination of all other systems.

So many publishers are recognizing the freedom from worry which comes from doing business with Sprague Electric, that this year has been one of the largest in their history in this specialized field.

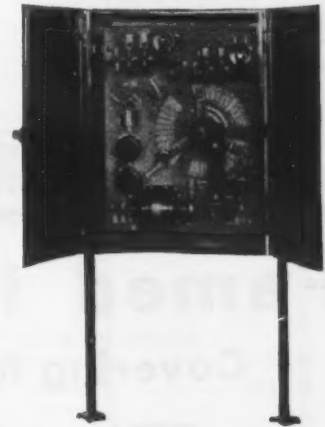
Extensive Stocks Make Possible Prompt Deliveries Where Presses are Sold for Early Shipment



The Sprague enclosed Controller for Octuple Press—Dirt Proof, Fool Proof, Fire Proof—Meets all Safety Requirements.



The Sprague Double-Motor Drive, using the famous Sprague Type C Motors. There are more Sprague Type C Motors driving Newspaper Presses in the U. S. than any other one make of D. C. motors.



The Sprague enclosed Alternating Current Controller—designed for Newspaper Offices in the smaller cities.



The Bloomfield, N. J., factory of The Sprague Works where all parts of The Sprague System—Controls, Motors and Slow-Motions are made in coordination.



SPRAGUE ELECTRIC WORKS



Main Offices
527 W. 34th St. New York

Of General Electric Company
PIONEERS OF THE INDUSTRY

Branch Offices
in Principal Cities

CANADIAN ADVERTISING AGENCIES—(Continued from Page 202)

| Name | Address | City | Space Buyers |
|---------------------------------------|--|-------------------|---|
| PRICE CO., C. B. | 18 Victoria Bldg. | Windsor, Ont. | K. Pedwell |
| PURKIS, THORNTON a-c-g-j. | Union Trust Bldg. | Toronto, Ont. | |
| | 248 St. James St. | Montreal, Quebec. | |
| R | | | |
| ROBERTSON CO., LTD., J. S. | Queen & Victoria Sts | Toronto, Ont. | R. C. Ronald |
| RONALD'S PRESS & ADVER. | 71 William St. | Montreal, P. Q. | |
| TISING AGCY., LTD. | McGill Bldg. | Montreal, P. Q. | E. D. Ring |
| ROWLATT, F. ALBANY a-c-g-j. | 110 Church St. | Toronto, Ont. | |
| S | | | |
| ST. JOHN ADVG. AGCY. | | St. John, N. B. | Miss M. A. Stoakley |
| SMITH ADVG. SERV. | | St. John, N. B. | |
| SMITH & SON, LTD., R. C. c-j. | 32 Front St., W. | Toronto, Ont. | S. K. Smith |
| SMITH ADV. AGCY., S. K. | 73 Dock St. | St. John, N. B. | |
| SMITH, DENNE & MOORE, LTD. a-c-g-j. | Lumsden Bldg. | Toronto, Ont. | H. M. Tandy J. P. Hamilton H. M. Reid |
| | 275 Craig St., W. | Montreal, Quebec. | |
| | 1463 Broadway | New York City | |
| SMITH, STURGIS & MOORE, INC. a-c-g-h. | Lumsden Bldg. | Toronto, Ont. | S. W. |
| | 1463 Broadway | New York City | |
| | Premier House, Southampton Row, W.C.I. | London, England | |
| | 31 bis Faubourg Montmartre | Paris, France | |
| U | | | |
| UNITED ADVG. AGCY., LTD. a-c-g | C. P. R. Bldg. | Toronto, Ont. | H. C. Daych E. F. Fettinger E. W. Bateman |
| | 1 W. 34th St. | New York City | |
| | 21 Smith St. | Paterson, N. J. | |
| | Kinney Bldg. | Newark, N. J. | |
| | 2112 Cabell St. | Dallas, Tex. | |
| | 1 William St. | Bridgeport, Conn. | |
| W | | | |
| WALLACE ADV. SERVICE. | McCurdy Bldg. | Halifax, N. S. | F. R. Wallace |
| WORLD WIDE ADVG. CORP. | Coronation Bldg. | Montreal, Que. | |

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Where agency has American Newspaper Publishers' Association or Canadian Daily Newspapers' recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing in such cases.

CANADIAN DAILY PAPERS SOLD IN 1922

| | | | | |
|--|--|---|--|---|
| London (Ont.) Advertiser—to H. B. Muir and associates. | Moncton (N. B.) Transcript—estate of J. W. T. Hawke to C. W. Robinson, Matthew Lodge and Ivan C. Rand. | North Bay (Ont.) Daily Nugget—to H. S. Browning and associates. | Oshawa (Ont.) Reformer—to J. C. Ross and J. Ewart McKay. | North Bay (Ont.) Daily Nugget—to W. E. Mason (receiver's sale). |
|--|--|---|--|---|

Quebec Chronicle—estate of Sir David Watson to Sir William Price and associates.
Quebec (Canada) L'Evenement—to L'Evenement Co., Ltd.
St. John (N. B.) Journal—P. W. Thompson, H. P. Robinson and associates.
Simcoe (Ont.) Reformer—from Hal B. Donly to P. George Pearce.
Windsor (Ont.) Border Cities Star—to W. S. Herman.

CANADIAN NECROLOGY

Burgoyne, W. E.—publisher St. Catharines (Ont.) Daily Standard; Jan. 1.
Dunham, O. S.—publisher Bridgetown (N. S.) Monitor; Feb. 3.
Gagnier, H. T.—president H. Gagnier, Ltd.; at Toronto, Oct. 29.
Galbraith, Thomas—former financial editor Toronto Mail & Empire; at Weston, Ont., April 20.
Hawke, John T.—publisher and editor Moncton (N. B.) Transcript.
McNaully, Joseph V.—general manager Pacific Coast Lumberman; at Vancouver, B. C.
Morrison, Charles—many years city editor Toronto Mail; Feb. 26.
Ranton, Samuel—former editor Stratford (Ont.) Beacon; Feb. 11.
Watson, Maj. Gen. Sir David Watson, K. O. B.—managing director Quebec Chronicle; at Quebec, Feb. 23.

CANADIAN ASSOCIATIONS

JOURNALISTIC

British Columbia Press Assn.—President, J. L. Hall, Vernon News; secretary, H. M. Walker, Enderby Commoner.
British Columbia Institute of Journalists.—President, Major Lukin Johnston, Vancouver Daily Province; secretary, Sydney Watt, Vancouver World.
Canadian Daily Newspapers Assn.—President, F. J. Bard, Vancouver (B. C.) Province; manager and secretary, Arthur Partridge, Toronto.
Canadian National Newspapers & Periodicals Assn.—President, C. H. Hunter, Maclean Publishing Company, Toronto.
Canadian Press, Ltd.—President, E. Norman Smith, Ottawa Journal; secretary and general manager, J. F. B. Livesay, Toronto, Ont.
Canadian Weekly Newspapers Assn.—President, A. R. Brennan, Summerside (P. E. I.) Journal; secretary-manager, E. Roy Sayles, Toronto, Ont.; Maritime Provinces Division—President, Don Fraser, New Glasgow (N. S.) Eastern Chronicle; secretary, H. B. Onslow, Campbellton (N. B.) Graphic.
Montreal Press Gallery.—President, George Lawrence, Montreal Herald; secretary, H. Major, Le Canada.

Montreal Women's Press Club.—President, Miss Clergue; secretary, Miss Marguerite DeLysle.
Ottawa Parliamentary Press Gallery.—President, T. H. Blacklock; secretary, Claude Melancon.
Quebec Legislative Press Gallery.—President, R. Holmes Parson, Montreal Star; secretary, Alonzo Cinq Mars, La Presse, Montreal.
Toronto Press Club.—President, Sir John Willison; secretary, Edward D. McCormack.
Western Ontario Newspaper Publishers' Assn.—President, H. J. Foster, Galt Reporter; secretary, T. H. Kay, Kitchener Record.
Winnipeg (Man.) Press Club.—President, V. M. Kipp, Canadian Press, Ltd.; secretary, Frank H. Williams, Winnipeg Free Press.

ADVERTISING

Association Canadian Advertisers.—Pres., H. C. Van Scoyoc, Canada Cement Co., Ltd., Montreal; secy., Florence Clotworthy, Toronto, Ont.
Canadian Assn. of Advertising Agencies.—Pres., W. B. Somerset; secy., George W. Martin, 17 Main st., E., Hamilton, Ont.
Edmonton (Alta.) Advertising Section Board of Trade.—Pres., George B. Cooper; secy., L. A. Wildman.
Montreal Publicity Assn.—Pres., H. S. Von Scoyoc; secy., Charles N. Valiquet.
St. John (N. B.) Ad Club.—Pres., R. A. Macaulay; secy., P. F. Drummie.
Toronto (Ont.) Ad Club.—Pres., W. T. Gregory; secy., E. G. Taylor.

*Member Associated Advertising Clubs of the World.

CANADIAN PRINTING AND MACHINE COMPOSITION SCHOOLS

Alberta
Institute of Technology and Art, East Calgary.
Victoria Vocational School, Calgary.
Ontario
Guelph Technical School, Guelph.
Technical School, Hamilton.
Canadian Linotype Limited, Toronto.
Technical School, Toronto.
Manitoba
Kelvin Technical School, Winnipeg.
Typesetting Instructors, Ltd., Winnipeg.
Driscoll and Herald Trade Plant, Winnipeg.
Quebec
Institution des Deaf and Dumb, Montreal.
British-American Publishing Company, Montreal.
Garden City Press, Gardenvale, Quebec.

Other Canadian Year Book data will be found on page 240.

Famed for Its City Circulation,

Covering Ninety Per Cent of the Homes of London

The London Free Press

WESTERN ONTARIO'S FOREMOST NEWSPAPER

—IS—

Equally Famous for Its Country Circulation

The Net Paid Country Circulation of "The London Free Press" is greater than the combined city and country circulation of any competitor in its field.

We are Members of the Audit Bureau of Circulations and our records are open at all times for the investigation of our advertisers.

The London Free Press

WESTERN ONTARIO'S FOREMOST NEWSPAPER

LONDON, CANADA

BRANCH OFFICES—

CHICAGO—C. W. Wallis, 1243 First National Bank Building

NEW YORK—D. J. Randall, 341 Fifth Avenue.

PORTLAND, MAINE

EVENING EXPRESS

AND

SUNDAY TELEGRAM

Largest Circulation of any Maine Daily or Sunday

Publisher's Statement for 6 Months Ending Sept. 30, 1922

| | | | |
|-------------------|--------|------------------|---------|
| | Daily | | Sunday |
| Express | 26,294 | Telegram | 28,658 |
| Other paper | 21,663 | Other paper..... | Unknown |

| | |
|--|--------|
| “COVERAGE!” | |
| Comparison of census figures indicates that in the city of Portland more than 15 out of every 16 homes take the Evening Express. | |
| Number of Portland families..... | 16,801 |
| City Circulation of Express..... | 16,585 |

Express and Telegram Lead in Advertising

LINEAGE for the first eleven months of 1922, as compiled by De Lisser Bros. These represent totals seven days a week against seven of the other Portland Daily and Sunday paper. These figures represent the voice of advertisers, both local and national; buyers who know the Portland market as well as buyers who *know* the comparative value of all Portland newspapers.

LOCAL DISPLAY ADVERTISING

| | |
|--|-----------|
| EVENING EXPRESS & SUNDAY TELEGRAM | 6,210,242 |
| Other Portland Daily and Sunday | 4,531,716 |

DEPARTMENT STORE ADVERTISING

| | |
|-------------------------------------|-----------|
| EXPRESS & TELEGRAM | 1,940,941 |
| Other Daily & Sunday | 1,554,298 |

NATIONAL ADVERTISING

| | |
|-------------------------------------|-----------|
| EXPRESS & TELEGRAM | 2,055,959 |
| Other Daily & Sunday | 660,752 |

CLASSIFIED ADVERTISING

| | |
|-------------------------------------|---------|
| EXPRESS & TELEGRAM | 884,011 |
| Other Daily & Sunday | 420,845 |

TOTAL ADVERTISING

| | |
|-------------------------------------|-----------|
| EXPRESS & TELEGRAM | 9,149,942 |
| Other Daily & Sunday | 5,543,863 |

“First in Circulation”

“First in Advertising”

Foreign Representatives

THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON

NEW YORK

DETROIT

CHICAGO

Express Leads in

| | |
|--|---------|
| Men's Clothing Furnishing Advertising | |
| Express and Telegram..... | 593,589 |
| Other Daily and Sunday..... | 444,178 |

Express Leads in

| | |
|---------------------------------|---------|
| Women's Wear Advertising | |
| Express and Telegram..... | 379,420 |
| Other paper | 239,351 |

Express Leads in

| | |
|--|---------|
| Automobiles and Accessories | |
| Express and Telegram..... | 697,372 |
| Other paper | 369,730 |
| Sunday Telegram is the leading automobile medium of Maine. | |

Express Leads in

| | |
|--|---------|
| Financial and Banks Advertising | |
| Express and Telegram..... | 382,702 |
| Other paper | 368,350 |

Express Leads in

| | |
|--|---------|
| Foods and Groceries Advertising | |
| Express and Telegram..... | 670,044 |
| Other Daily and Sunday..... | 180,422 |

Express Leads in

| | |
|---------------------------------------|--------|
| Hotels and Resorts Advertising | |
| Express and Telegram..... | 78,959 |
| Other Daily and Sunday..... | 36,172 |

Express Leads in

| | |
|---------------------------------------|---------|
| Tobacco and Cigars Advertising | |
| Express and Telegram..... | 134,729 |
| Other paper | 57,895 |

Express also Leads in

All other classifications (legal notices excepted) as shown by De Lisser Bros. checking.

NEWSPRINT STATISTICS FOR 1922

Records of the News Print Service Bureau show the production of newsprint paper in North America hung up a new record in 1922, the total for the United States and Canada surpassing by some 140,000 tons the previous high mark of nearly 2,400,000 tons in 1920.

84 per cent more than in 1921. In addition to these totals for the United States and Canada, 60,000 tons of newsprint was produced in Newfoundland and probably about 10,000 tons in the one mill in Mexico which makes newsprint, thus giving a production of 2,500,000 tons for the North American continent.

The development of newsprint manufacture in Canada is shown by the fact that the output last year was 1,082,000 tons or over 200,000 tons more than the 1922 record of 876,000 tons and

greatly delayed since the new tariff law went into effect on September 22 that it will be some time before the total imports of newsprint from Europe into the United States during 1923 will be known. Apparently, however, the final figure will not exceed 100,000 tons, a decrease of

26 per cent from the 135,000 tons brought in from overseas during 1921. The heaviest importation of European newsprint was from August, 1921, to February, 1922, when the average was 14,500 tons per month. Since that date the monthly average has been materially less and it does not appear likely that the previous maximum will again be reached.

As the production figures suggest, the consumption of newsprint paper in the United States reached a new high record in 1922. In round numbers it was 18 per cent more than in 1921 and 13 per cent more than during the previous record-breaking year of 1920. Publishers who report their monthly tonnage to the Federal Trade Commission and who use a large proportion of the total output exceeded their 1920 consumption by 14 per cent, the 1919 consumption by 23 per cent and the 1918 consumption by 55 per cent. Publishers stocks of white paper at the end of 1922 were equivalent to 36 days' supply at the current rate of consumption.

There are between 60 and 70 newspapers in the United States, having circulations in excess of 100,000 copies. During 1920 and 1921 these dailies averaged 23 pages each, and during 1922 they rose to 25 pages. For the same years the Sunday issues of these papers averaged 79, 80 and 80 pages respectively.

There are more than 22,000 newspapers in the United States and Canada of which some 18,000 are monthlies and country weeklies, while the circulation of the English language dailies is approximately 80,000,000 for the week-day issues and 20,000,000 for the Sunday issues of the newspapers.

Paper making in North America is a billion dollar industry, with the production of newsprint making up a large proportion of the total investment and further notable developments are under way.

The new machines to come into newsprint production during the six or eight months of 1923 will have a capacity of 600 tons of paper daily, carrying the total capacity of the industry beyond 8,000 tons daily, of which some 5,000 tons is in the United States and more than 4,000 tons in Canada. Still further extensions are under consideration.

NEWSPRINT MILLS IN NORTH AMERICA

Table with columns: Company, Head Office, Daily Capacity (tons). Lists various paper companies across the United States, Canada, Newfoundland, and Mexico.

DAILY NEWSPAPER CHANGES OF OWNERSHIP

Table with columns: Newspaper Name, Location, Change of Ownership. Lists various newspapers and their new owners or interests.

THE MIAMI OKLAHOMA DISTRICT DAILY NEWS

carries more advertising than any other paper in Ottawa County. From June 1st to September 12th the News carried 246,489 more lines of advertising than the next highest newspaper.

This is an acknowledgment of its power that the advertiser should heed when outlining his next advertising campaign, as Miami and Ottawa County is a field that should be thoroughly covered by advertisers, from the fact that it is the leading agricultural county of the state, and the center of the greatest zinc and lead mining district in the world, populated by about 45,000 people, most of whom are readers of the News.

It will be to your advantage to include the News in your 1923 advertising campaign. Our service department is ready at all times to furnish any information you may desire. The value of the ore sold for week ending December 23rd was \$1,169,380. Worth consideration.

The Miami District Daily News

"Northeastern Oklahoma's Leading Newspaper"

MIAMI, OKLAHOMA

BUY IT MADE OF ZINC

For Directory of Features

See Page 243

METROPOLITAN NEWSPAPER SERVICE Maximilian Elser, Jr., Gen'l Mgr. 150 NASSAU ST. NEW YORK

**OVER
63,000**

January, 1923
 Cityover 30,000
 Totalover 63,000

December, 1922
 City 30,181
 Total 62,586

November 1920
 City 17,615
 Total 47,596

Local
 1922 Advertising **GAIN**
 205,700
 Agate Lines

Local
 Advertising Lineage
 19225,305,186 lines
 19215,099,486 lines

Department Store Advertising
CAPITAL (EVENING ONLY) . 1,960,384 LINES
 Tribune (Evening only)....1,617,971 lines
 Register (Morning & Sun.) . 357,889 lines
 News (Evening only)..... 578,344 lines

Reader interest—All the News
 and the best Features.
 Co-operation with Advertisers.

**UP!
UP!
UP!**

**Goes CAPITAL
Circulation**

and

Lineage Records

These National Advertisers Used
 The Des Moines Capital Exclusively
 in the Year 1922:

Simmons Beds,
 Shredded Wheat,
 Interwoven Socks,
 Phoenix Hosiery,
 Hickory Garters,
 Dinner Bell Margarine,
 Fairy Flakes,
 Geo. Washington Coffee,
 Sealsweet Oranges,
 Oh Henry Bars,

Cosmopolitan Magazine
 Djer Kiss Powder,
 American Writing Paper,
 Edison Electric Appliance,
 Good Housekeeping,
 Hearst's Magazine,
 Kirk's Cocoa Soap,
 Eat Wenatchee Apples,
 Ko-Ko Nut Margarine.

← For more than twenty-five years
 The Capital has carried more de-
 partment store advertising than any
 other newspaper in Des Moines.
 Here is the 1922 record.

← **The First Step**

**Magic Names
and Features**

- Arthur Brisbane's "To-day."
- Well's "Outline of History."
- Dr. Frank Crane's Editorial.
- Dr. Brody's Health Talks.
- A Page of Incomparable Comics.
- A Page of News Pictures.
- A Page for Women.
- Herndon's "Life of Lincoln."
- Bryan's Bible Talks.

The Des Moines Capital

Largest Evening Circulation in Iowa

DAILY NEWSPAPER SALES—(Continued from page 206)

Milton Bunnell, James E. Rockwell and R. D. Handy.

Eagle Pass (Tex.) Guide—T. L. Baxter to Dr. J. M. McLeese; J. M. McLeese to W. F. Hays.

El Centro (Cal.) Imperial Valley Press and Progress—to Ross Hammond, Harry Hammond and M. J. Westerfield (consolidated as Imperial Valley Press).

El Paso (Tex.) Herald—interest of J. C. Wilmarth to H. D. Slater.

Elwood (Ind.) Call—Leader—to Robert H. Carpenter.

Ennis (Tex.) Daily News—to U. S. Publishing Company.

Erie (Pa.) Times—control to John J. Mead.

Everett (Wash.) Herald—to Gertrude D. Best and associates.

Fort Wayne (Ind.) News-Sentinel—interests of Clarence F. Bicknell heirs to Oscar G. Foelinger.

Fort Worth (Tex.) Record—James H. Allison and Leonard Withington to Edmund Walker.

Frankfort (Ky.) Crescent—News—interests of George H. Healy and Louis Hamilton to John F. Shuman and Will G. Ross.

Fresno (Cal.) Evening Herald—from C. S. Osborne, Jr., and George A. Osborne to William P. St. Snuere, Frank E. Rhode and T. R. LaSenay.

Franklin (Pa.) News-Herald—to E. T. Stevenson.

Fullerton (Cal.) Daily News—J. B. Gallemore to Mark L. Haas and Albert Launer.

Gardner (Mass.) News—Levi H. Greenwood to Walter E. Hubbard.

Grand Rapids (Mich.) Daily News—circulation lists and good will to Grand Rapids Press (paper suspended).

Greensboro (N. C.) Daily Record—interest of C. M. Waynick to Julian Price.

Hagerstown (Md.) Herald and Mail—estate of Lewis T. Byron to Lewis T. Byron, Jr., J. Frank Hidenour, J. Vincent Jamison and others.

Harvard (Ia.) Courier—stock of Lee A. Richmond to Ole Buck.

Holyoke (Mass.) Telegram—to Dillon Printing & Publishing Co.

Hope (Ark.) Evening Herald—to C. C. Williams.

Hudson (Mass.) Daily Sun—to Dustin Lucier.

Huntington (Pa.) Evening Journal—to Joseph F. Biddle and consolidated with Daily News.

Hutchinson (Kan.) Gazette—leased by Emerson Carey to Ross Burns and associates.

Independence (Kan.) Daily Reporter—Clyde H. Knox to Emmette D. George.

Indianapolis Times—W. D. Boyce to Scripps-Howard newspapers.

Jacksonville (Fla.) Metropolis—S. A. Lynch. Finance Corporation to John H. Perry and Richard Lloyd Jones, who changed name to Journal.

Joplin (Mo.) News-Herald—to Joplin Globe.

Kalamazoo (Mich.) Gazette—F. F. Rowe and E. E. Kettle to Booth Publishing Co.

Kansas City (Mo.) Post—to Walter S. Dickey, owner of Journal.

Keokuk (Ia.) Gate City—interest of C. E. Warwick to S. E. Carroll.

Kirksville (Mo.) Daily News—to E. E. Swain.

Klamath Falls (Ore.) Record—to E. J. Murray.

Lansing (Mich.) Capital News—to Bert N. Garstin.

La Salle (Ill.) Daily Post—to I. H. Marshall.

Leavenworth (Kan.) Post—estate of Wallace F. Hovey to Clyde H. Knox.

Lexington (Mo.) Daily Advertiser—to R. E. Johnson and Harry Dunford.

Livingston (Mont.) Daily Enterprise—Robert Phillips to G. L. Seese.

Long Beach (Cal.) Daily Telegram—interests of J. K. Penny to S. S. Conkila.

Lorain (O.) Journal—control to Gerald A. Doyle.

Los Angeles Express—Edwin T. Earl estate to F. W. Kellogg and Edward A. Dickson.

Los Angeles (Cal.) Herald—W. R. Hearst announced ownership.

Manchester (N. H.) Mirror—to John H. Fahey (receiver's sale).

Mansfield (O.) News—R. T. Dobson to E. C. Jenkins and F. A. and R. C. Holles.

Marion (O.) Tribune—from S. S. Burgess and J. W. Jacoby to W. J. Glenn and Carl W. Smith.

Marlboro (Mass.) Daily Enterprise—William A. Allen, A. C. Lamson and Frank S. Rock to Dustin S. Lucier.

Mechanicville (N. Y.) Times—from C. L. Humphrey to Henry B. Heloby.

Meridian (Miss.) Star—R. R. and K. S. Buvinger to James H. Skewe.

Middleborough (Ky.) Daily News—stock to F. D. Hart, Jr.

Minneapolis Daily News—L. V. Ashbaugh to John H. Perry and Richard Lloyd Jones.

Minneapolis Minnesota Daily Star—to Thomas Van Lear.

Montclair (N. J.) Herald—Harry N. Reeves to Will C. Kegel.

Morristown (Tenn.) Evening Mail—to John K. E. Helms and C. O. Helms (merged with Daily Gazette).

New York Evening Post—Thomas W. Lamont to syndicate of 34, headed by Edwin F. Gay.

Norristown (Pa.) Times—J. J. McGinley and associates to Ralph E. Strassburger.

Oakland (Cal.) Post-Enquirer—William R. Hearst announced ownership.

Ocean Park (Cal.) Bulletin—to F. W. Kellogg and E. A. Dickson.

Orange (Tex.) Leader—to J. B. Smith and R. D. Richmond.

Oswego (N. Y.) Times—control from J. B. Alexander to C. L. Snowden; half interest to E. M. Waterbury.

Paducah (Ky.) News-Democrat—J. J. Alvin and Noel Berry to George H. Goodman.

Panhandle (Tex.) Herald—E. E. Manney to J. Sid O'Keefe.

Passaic (N. J.) Daily News—Charles Rust to George M. Hartt and Rudolph E. Lent.

Pensacola (Fla.) Journal—Mrs. Lois K. Mayes to John H. Perry and Richard Lloyd Jones.

Peru (Ind.) Daily Chronicle—Charles Winter to Arthur Petty and George Diehl.

Ponca City (Okla.) Daily News and Weekly Sun—to Col. A. L. Belatti; combined with Tribune.

Portland (Ind.) Daily Commercial—B. F. Sprunger and G. C. Gouty to Franklin Hildebrand.

Pottstown (Pa.) Ledger—to Earl R. Roth, P. Quinn Roth and H. E. Roth.

Prescott (Ariz.) Courier—to W. P. Stuart.

Providence (R. I.) Tribune—estate of Samuel P. Colt to David J. Barry, Timothy F. Dwyer, Matthew S. Dwyer, F. N. Luther and other members of staff.

Rapid City (S. D.) Daily Journal—to Francis H. Case and Harold W. Card.

Ranger (Tex.) Daily Times—R. B. Waggonman and Bessie E. May to Walter Murray and associates. (Murray succeeds Waggonman as pres. and pub.)

Reading (Pa.) News-Times—Reading Printing Company to John H. Perry and Richard Lloyd Jones.

Reading (Pa.) Telegram—Reading Printing Company to John H. Perry and Richard Lloyd Jones; to William McCormick.

Redondo Beach (Cal.) Breeze—to F. W. Kellogg.

Reno (Nev.) State Journal—to Emmet D. Boyle.

Rock Hill (S. C.) Evening Herald—to A. W. Huckle.

Roseville (Cal.) Register—to W. L. Davis and W. F. Due.

St. Louis Star—half interest to Frank P. Glass.

Salina (Kan.) Daily Union—interest to Earl C. Woodward.

Salt Lake City Desert News—taken over by \$2,000,000 holding company, promoted by Mormon Church authorities.

San Francisco Call—W. R. Hearst announced ownership.

Santa Monica (Cal.) Outlook—to F. W. Kellogg and E. A. Dickson.

Sawtelle (Cal.) Call—to F. W. Kellogg and E. A. Dickson.

Seattle Post-Intelligencer—John H. Perry to William R. Hearst.

Sherman (Tex.) Democrat—to corporation ownership.

Springfield (O.) Sun—Warren A. Myers and George A. Sheridan to C. L. Knight, John H. Barry and John T. Watters.

Staten Island (N. Y.) Daily Advance—interest of W. G. Willcox, E. H. Heath and E. B. Moody to Hyman Lazarus and Samuel I. Newhouse.

Sweetwater (Tex.) Reporter—Houston Hartt, Minor Shutt and others.

Tacoma (Wash.) Daily Wireless—interest of Eddie Hill to D. E. Miller.

Titusville (Pa.) Herald—Joseph Bloss to E. T. Stevenson.

Trenton (Mo.) Evening Times—to T. J. White and sons.

Troy (Ala.) Messenger—S. H. Blain to Hugh T. McKinnon, Charles McKinnon and Cody Hall.

Tulare (Cal.) Advance—from John A. Rollins to O. R. Nation, W. R. Snow, W. E. Totten and others.

Tuscaloosa (Ala.) News—Edward Doty to Aaron Miller.

Utica (N. Y.) Herald Dispatch and Sunday Tribune—from John C. Fullmer to Frank Gannett, E. B. Davenport and Woodford R. Copeland.

Venice (Cal.) Herald—to F. W. Kellogg and E. A. Dickson.

Vernon (Tex.) Record—interest of B. O. Brown to E. C. Christian.

Waltham (Mass.) Free Press-Tribune—Robert B. Somers and Alexander Starbuck to John McCarthy.

Waterbury (Conn.) American—to Russell R. Whitman.

Waterloo (Ia.) Times-Tribune—from Wilbur W. Marsh to Henry N. Kellogg; name changed to Tribune.

Waterloo (Ia.) Tribune—H. N. Kellogg to W. A. Reed and W. H. Shaw.

White Plains (N. Y.) Eastern State Journal—to Louis Eugene Tepp.

Wichita Falls (Tex.) Record—to E. S. Fentress, C. H. Fentress and Charles E. Marsh.

Wilmington (N. C.) Dispatch—to James Cruikshank, F. W. Wells, E. W. Smith and others (receiver's sale).

Yorke (Pa.) Dispatch—William L. Young to Hiram W. Young.

Youngstown (O.) Telegram—Samuel G. McClure to Scripps-Howard newspapers.

Zanesville (O.) Evening Dispatch—to Signal.

FOREIGN

London, England—The Times passed again into the control of the Walter family on the death of Lord Northcliffe, in consideration of what is understood to have been a payment of £1,390,000 by John Walter, a direct descendant of the man who founded the paper in 1775. John Jacob Astor is associated with Mr. Walter in acquiring the Northcliffe and Sir John Ellerman holdings.

London—Operation of London Daily Mail and other Northcliffe publications was assumed, after the death of Lord Northcliffe, by his brother, Lord Rothermere. The Times was excluded from the arrangement, being sold shortly afterwards to John Walter and John Jacob Astor.

London—Lord Dalsiel retired from English journalism after 30 years' active work, selling his stock in London Daily Chronicle, Pall Mall Gazette, and associated publications to Sir John Leigh. C. A. McCurdy succeeded Lord Dalsiel as head of publications.

Canadian Sales Are Listed in Special Canadian Section See Index on pages 242 and 244

SCHOOLS OF JOURNALISM IN U. S.

The following American institutions are offering four or more courses in journalism:

Boston University.
University of Colorado.
Columbia University.
De Paul University.
De Pauw University.
Brake University.
University of Georgia.
University of Illinois.
University of Indiana.
University of Iowa.
Iowa State College.
University of Kansas.
Kansas State Agricultural College.
University of Kentucky.
Louisiana State University.
Marquette University.
Mercer University.
University of Missouri.
University of Michigan.
University of Montana.
University of Nebraska.
New York University.
University of Notre Dame.
Northwestern University.
Ohio State University.
University of Oklahoma.
University of Oregon.
Oregon State College.
University of Southern California.
Stanford University.
Syracuse University.
Toledo University.
University of Texas.
University of Washington.
University of Wisconsin.
Austin College.
University of Arkansas.
Baylor University.
Beloit College.
Cornell University.
Howard University.
University of Minnesota.
Nebraska Wesleyan University.
University of North Carolina.
University of North Dakota.
University of South Dakota.
Southern Methodist University.
University of Utah.
Washington College.
Washington State College.
University of West Virginia.
Baylor College.
Dartmouth College.
Goucher College.
Hamline University.
Lawrence College.
South Dakota State College.
Vassar College.
William and Mary College.

University of Arkansas, Course in Journalism (Est. 1914), Fayetteville, Ark. Faculty, Associate Professor Murray Sheehan. Enrollment, 45. Courses, three. Equipment: office, class rooms, laboratory. Publications: Arkansas Traveler, Gasorback. Organizations: Pi Kappa, Pi Delta Epsilon.

Boston University, College of Business Administration, Department of Journalism (Est. 1914), Boston, Mass. Faculty: Harry B. Center, A. B., Professor and head of department; John D. Swain, LL.B., instructor; Clifton B. Carberry, Charles E. Young, lecturers. Enrollment, 286. Courses, 10; all other subjects in College of Liberal Arts as electives. Equipment, necessary editorial equipment for publication of weekly, with access to mechanical department of printer. Publications: Boston University News. Organizations: University Press Club; no journalistic fraternity, but many general fraternities and usual student organizations.

Columbia University, Pulitzer School of Journalism (Est. 1912) New York City. Dr. John W. Cunliffe, Director. Courses, 17, 2 professional years, following on two college years. Publications, Clean Copy, published twice a year by the Alumni. Fraternities: Theta Sigma Phi. Donors, the late Joseph Pulitzer, special awards, 2 faculty scholarships, entitled recipients to free tuition during second professional year; limited number of grants to deserving students; 3 traveling scholarships of \$1,500 each. Enrollment, 140.

University of Colorado, Department of Journalism (Est. 1922) Boulder, Colo. Faculty, Ralph L. Crossman, Assistant Professor of Journalism; A. Gayle Waldrop, Instructor in Journalism. Enrollment, 36. Courses, 6. Equipment, City Room for course in Newspaper Production. Publications, none. Organizations: Sigma Delta Chi, national professional journalistic.

DePauw University, Course in Journalism (Est. 1907), Greencastle, Ind. Faculty, L. E. Mitchell, Director. Enrollment, 125. Courses: Newspaper Reporting, Newspaper Editing, Editorial Writing, Special Feature Articles, Psychological Principles of Advertising. Equipment: typewriters, newspaper files, morgue, a printing laboratory equipped with type and a press. Publications: The De Pauw, The DePauw Journalist, News Bulletins. Organizations: University Press Club, Sigma Delta Chi and Theta Sigma Phi.

Iowa State College (of Agriculture and Mechanical Arts), Department of Agricultural Journalism (Est. 1905), Ames, Ia. Faculty: F. W. Beckman, Prof.; Blair Converse, Asst. Prof.; H. E. Pride, Asst. Prof.; W. E. Drips, (Continued on page 210)

In ALLENTOWN, Pa., They Tell You to

"Advertise in the CALL"

COVERAGE

In the Rich Lehigh Valley, is best obtained by using

The Allentown Morning Call

A circulation three times as great as that of any other daily published in this city—

A record of a quarter century of domination of our field.

A reader interest that has attracted and holds practically 75% of all potential circulation in this territory.

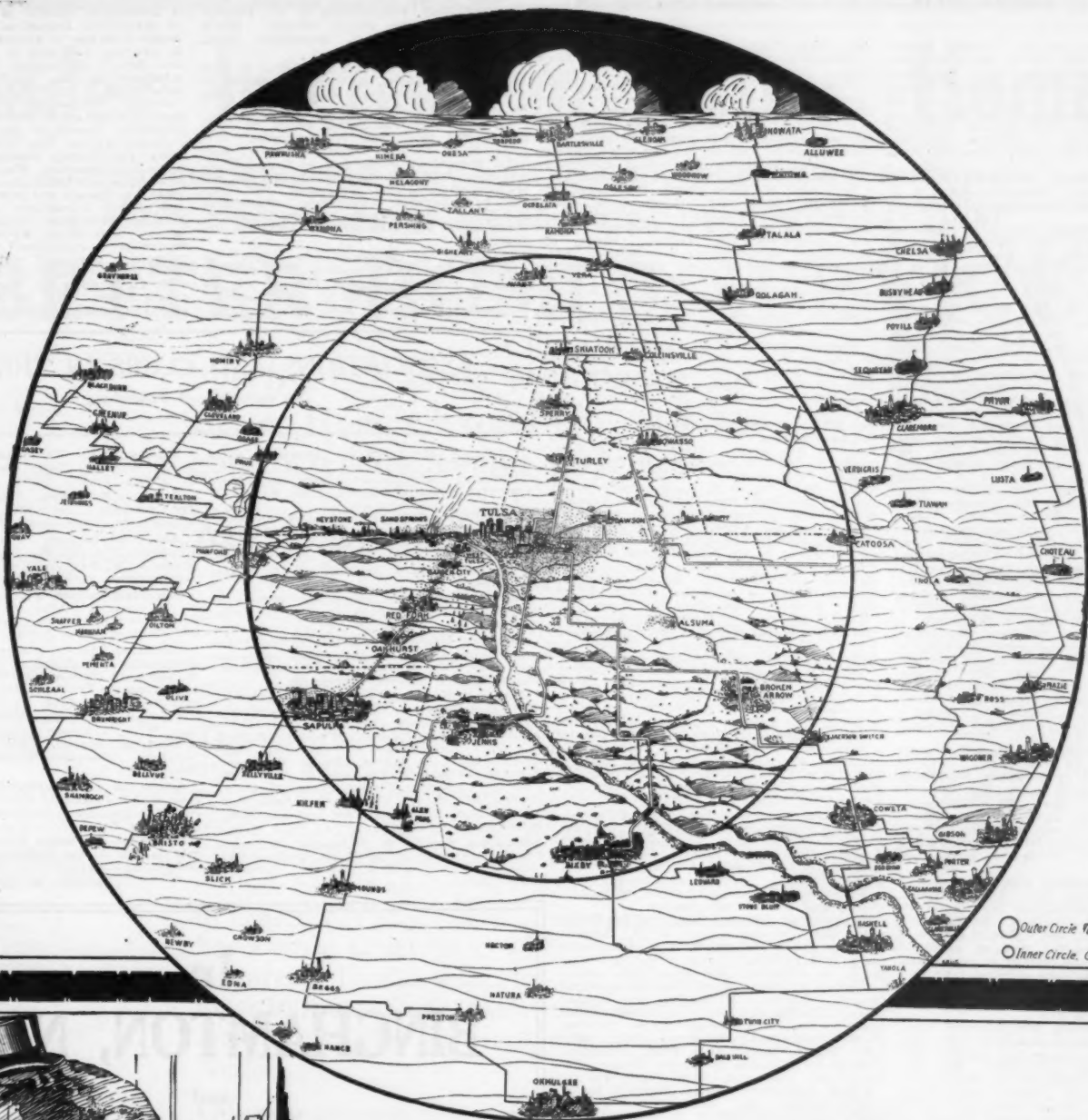
Allentown Call Publishing Co., Inc.

Publishers

ALLENTOWN, PENNA.

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angeles
Representatives



○ Outer Circle Tulsa Trade Territory
 ○ Inner Circle Greater Tulsa



Your Super-Salesman

Covers Entire Tulsa Trade Territory Daily

This energetic salesman starts out on his route before dawn, and covers the entire Tulsa Trade Territory in a few hours. Sunshine or rain, holidays and Sundays, he is always on the job.

He goes from house to house—missing very, very few homes. He interviews your prospects during their leisure hours, when they have plenty of time to listen to his sales talk.

He is an all round salesman, selling everything from shoes to automobiles. He repre-

sents the live merchants of Tulsa, as well as national manufacturers.

His territory—eastern Oklahoma—is the richest and most densely populated section of the state.

Is this Super-Salesman—The Tulsa World—working for you? You can hire him by the day, by the week, by the month or by the year. He's most profitable when hired by the year.

If you were to employ a salesman to make personal calls on all of the homes in the Tulsa Trade Territory reached by the Tulsa World; working eight hours per day, it would take him over a YEAR to make the rounds, if he spent only five minutes per call, found everybody at home and no traveling time was taken out. Think of it!

The Tulsa World has more Circulation in Greater Tulsa and Tulsa's Immediate Trade Territory alone, than any other Newspaper in Eastern Oklahoma has Total Circulation

TULSA DAILY WORLD

Oklahoma's Greatest Newspaper

SCHOOLS OF JOURNALISM IN THE U. S.—(Continued from page 208)

Instructor. Enrollment, 210. Courses: 13 subjects (courses), total of 44 hours four year course with agr. Journalism, major; engineering and home ec. courses (just established last year). Equipment: class rooms and reading rooms, and small student publications office. Publications: three monthly publications and one tri-weekly, for practical training of students. Organizations: Sigma Delta Chi, Theta Sigma Phi, Press Club.

University of Florida, Elementary course in Journalism, by mail, Gainesville, Fla. B. C. Riley, Director. Newspaper writing, short story, etc.

University of Illinois, Courses in Journalism (Est. 1903), Urbana, Ills. Faculty: (6) Associate Professor Frank W. Scott; Instructors: J. F. Wright, E. S. Watson; Assistants: S. D. Harwood, H. M. Hodgson. Enrollment, 270. Courses, 10. Equipment: full city office outfit and closely connected with the student printing plant which issues the 8-page daily. Publications: 12 page 7 column daily paper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Iowa, Department of English (Est. 1914), Iowa City, Ia. Faculty: William S. Maulsby, Assistant Professor. Enrollment, 73. Courses, two year (one in two sections), four half year courses. Equipment: typewriters, desks, newspaper files, etc., none for printing. Publications: The Daily Iowan (d). Organizations: Sigma Delta Chi, Theta Sigma Phi.

Iowa State College, Department of Agricultural Journalism (Est. 1905), Ames, Iowa. Faculty: F. W. Beckman, Blair Converse, H. E. Priede, H. G. Byarr. Enrollment, 240. Courses, 12. Equipment: class rooms and small laboratory. Publications: Iowa Agriculturist, Iowa Homemaker, Iowa Engineer. Organizations: Press Club, Sigma Delta Chi, Theta Sigma Phi.

Kansas State Agricultural College, Department of Industrial Journalism and Printing (Est. 1874), Manhattan, Kansas. Faculty: Nelson Antrim Crawford, Charles E. Rogers, E. T. Keith, Izil I. Polson, E. M. Amos. Enrollment, 421. Courses: four years curriculum leading to the degree of Bachelor of Science in Industrial Journalism. Equipment: news room, morgue, print shop. Separate building beginning school year 1922-23. Publications: Kansas Industrialist, Kansas State Collegian, Brown Bull. Organizations: Sigma Delta Chi, Theta Sigma Phi, Quill Club, Argyle Press Club.

University of Kansas, Department of Journalism (Est. 1911), Lawrence, Kansas. Faculty: L. N. Flint, W. A. Dill, Frank W. Dillon, Helen O. Mahlin, Mary Smith, Guy Pennock. Enrollment, 621. Courses, 22. Equipment: \$35,000 printing press, entire building. Organizations: Associated Journalism Students, Sigma Delta Chi, Theta Sigma Phi and Advertising Club. Publications: "Newspaper Writing in High Schools."

University of Kentucky, Matters on School (Est. 1914), Lexington, Ky. Faculty: Esneh Grehan, Margerite McLaughlin (and professors in other departments, teachers and collateral subjects). Enrollment, 220. Courses: reporting, corresponding, proofreading, make-up, editorial, criticism study of words, history of Journalism. Equipment: full class room equipment, no mechanical equipment. Publications: Kentucky Kernel, Bulletin. Organizations: Alpha Delta Sigma and Theta Sigma Phi.

University of Minnesota, Department of Journalism (Est. 1916), Minneapolis, Minn. Faculty: R. B. Barlow. Enrollment, 84. Courses: Reporting, Editing, Magazine Articles, Editorial Writing, Newspaper Problems, Practical Newspaper Work. Equipment, none. Publications, none. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Missouri, School of Journalism (Est. 1908), Columbia, Missouri. Faculty: Dean Walter Williams, L.L.D.; Herman Benjamin Alstedt, B.L., Ph.D.; John States Ankeney, A. B.; Jay William Hudson, A. B., A. M., Ph.D.; Isidor Loeb, B. S., M. S., LL. D., Ph.D.; Frank Leo Martin, A. B.; Norman Maclaren Trenholme, A. B., A. M., Ph.D.; Frederick Monroe Tisdell, A. B., A. M., Ph.D.; Elihu Read Childers, B. J.; Robert Stanley Mann, B. J.; Herbert Warren Smith, Horatio Root Moore, Don D. Patterson, B. S. In I. Sara Lawrence, Lockwood, Asst. Professor of Journalism. Enrollment, 392. Courses, four year course all branches newspaper work. Equipment: full class room, laboratory, library and newspaper office and publishing plant complete. Publications: Columbia Evening Missourian, daily general newspaper and Journalism Series of bulletins. Organizations: Dana Press Club, Theta Sigma Phi (Gamma Chapter), Kappa Tau Alpha, Alpha Delta Sigma, Women's Journalism Club, Gamma Alpha Chi, Mallett Press Club, Sigma Delta Chi.

State University of Montana, School of Journalism (Est. 1914), Missoula, Mont. Faculty: A. S. Stone (Dean), A. H. Applegate, C. H. Clapp, President. Enrollment, 135. Courses: Journalism, Reporting, Editing, Editorial Writing, etc. Equipment: type, stones, small presses. Publications: Kalinin, Sentinel. Organizations: Press Club, Sigma Delta Chi and Theta Sigma Phi.

New York University, Department of Journalism (Est. 1909), New York City. Faculty: James Melvin Lee, Director, Albert Frederick Wilson, Leon B. Whipple, George M. A. Cain, Paul A. Tierney, part time members include Stewart T. Beach, Alexander Wollcott, John Farrar, Harry Godfrey and Edward L. Bernays. Special Lecturer, H. Frank Smith. Courses: News Writing, News Reporting, Current Topics, Newspaper Practice, Newspaper Editing and Making, Editorial Writing, Book Reviewing, Dramatic Criticism, Special Feature Work, Magazine Writing, Short Stories, Magazine Making and Editing, Seminar and Magazine Fiction, History of American Journalism, Mechanics of Verse, The American Newspaper, House Organ and Employees' Magazines. Publications, Attention Value of Advertisements, Newspaper Reading Habit of Business and Professional men, Leadership of Advertised Brands. Organizations: The Triad League, The Scoop

Club, Theta Sigma Phi.

University of North Carolina, Course in Journalism (Est. 1915), Chapel Hill, N. C. Louis Graves, Director. Publications: The Tar Heel Baby (semi-weekly), The Yackety-Yack (college annual). Fraternities: Sigma Delta Chi. Special awards: Burdick prize, cash award for best repertorial work on The Tar Heel; Preston Cup, silver loving cup for student submitting best entries in several fields of journalism.

University of Notre Dame, Department of Journalism (Est. 1912), Notre Dame, Ind. Faculty: John M. Cooney, Ph. D. Professor; Rev. Thomas Lahey, A. M., Associate Professor. Enrollment, 105. Courses: History of Journalism, News Writing and Editing, Editorial Policy and Writing, Feature Writing, Ethics, Advertising and Circulation. Equipment: Office, lecture room, editorial room, printing office. Publications: Notre Dame Scholastic. Organizations: Notre Dame Press Club, Journalists' Writers' Club.

Northwestern University, Joseph Medill School of Journalism (Est. 1921), Evanston, Ill. Faculty: Director, H. F. Harrington, Professor Baker Brownell; Professor Frank Thayer; Professor Walter K. Smart; Professor Alfred W. Bays; George C. Bastian, day city editor, Chicago Tribune; Walter A. Washburne, city editor, Chicago Evening Post; Michael W. Straus, assistant editor, Chicago Evening Post; Lewis W. Hunt, assistant city editor, Chicago Evening Post; George P. Stone, rewrite desk, Chicago Daily News; J. Earle Miller, special writer, Associated Press; Donald M. Ewing, rewrite desk, Chicago Tribune; O. M. Hall, Chicago Journal; Vincent Starrett, Editor the Wave; Genevieve Forbes, special writer, Chicago Tribune; S. A. Bartels, Fred Klein Co. printers. Enrollment: 233. Courses: Reporting, Advances, Reporting, Editing, Advanced Editing, Survey of Journalism, Art of Typography, Advanced Composition for Journalism, Students' Problems in Newspaper Policy, Tendencies in American Journalism, Editorial Writing, Newspaper Management, Writing for Business, Law of the Press, Problems in Industrial Publishing, Community Newspaper, Feature and Magazine Writing, Short Story Writing, Dramatic Criticism. Equipment: Of free and class rooms in N. W. University Building, two offices, journalism library and journalism laboratory fitted like city room for a newspaper office. Publications: Co-operation with the Daily Northwestern and Evanston News-Index. Organizations: Sigma Delta Chi, Medill Press Club, Medill Journalists, Cub Club, Pen and Ink Club.

Ohio State University, Department of Journalism (Est. 1914), Columbus, Ohio. Faculty: Joseph F. Myers, Osman C. Hooper, Lester C. Getzler. Enrollment, 200. Courses: 12. Equipment: Editorial and Business Offices, printshop bindery. Publications: Lantern, Ohio Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Oklahoma, School of Journalism (Est. 1913), Norman, Okla. H. B. Herbert, Director, Arthur Hallam, B. A. instructor (in charge of advertising), Grace E. Ray, B.A., assistant in Journalism; May Fran, B.A., assistant in Journalism; Hutton Bellah, publicity director. Courses: 23, totaling 63 semester hours. Enrollment: 130. Equipment: Laboratory, classrooms, offices, \$25,000 printing plant. Publications: Oklahoma Daily, Oklahoma Weekly, Sooner State Press, University of Oklahoma Magazine, Whirlwind, Sooner. Organizations: Cubs Club, Theta Sigma Phi.

Oregon Agricultural College, Dept. of Industrial Journalism (Est. 1898), Corvallis, Ore. Faculty: Frank L. Snow, C. J. McIntosh, John Marvin Richardson. Enrollment: 300. Courses: Elementary Industrial Journalism, Industrial Journalism, Technical Journalism, Editing, Editorial Writing, Journalism Practice (3 terms). Equipment: Laboratory rooms, typewriters, complete file of trade and technical publications, morgue and information file, library. Publications: The Barometer, The Orange Owl, The Oregon Countryman, Student Engineer, Beaver, O. A. C. Directory, Annual Cruise. Organizations: Sigma Delta Chi, The Scribe.

University of Oregon, School of Journalism (Est. 1912), Eugene, Ore. Faculty: Eric W. Allen, Dean; C. V. Dymont, George S. Turnbull, Robert C. Hall, W. F. G. Thacher, Ralph Casey, Emma Zimmerman. Enrollment: 214. Courses: 17, Major Professional. Equipment: \$30,000 cylinder press, 2 jobbers, 2 linotypes, Oregon, Student Comic. Organizations: Sigma Delta Chi, Theta Sigma Phi, Sigma Upsilon, Ad Club, Pot and Quill.

University of S. Dakota, Department of Journalism (Est. 1918), Vermillion, S. D. Joseph A. Wright, Director. Courses: 3 years. Enrollment: 57. Publications: News Letters. Organizations: Press Club, Sigma Delta Chi. South Dakota State College, Department on Agricultural Journalism (Est. 1916), Brookings, South Dakota. Faculty: Paul W. Kelsor, Agricultural Editor and Professor of Journalism; Mildred E. Yule, Assistant Editor. Enrollment: 25. Courses: Three agricultural. Equipment: None. Publications: South Dakota Rural Press. Organizations: None.

Syracuse University, Department of Journalism (Est. 1918), Syracuse, N. Y. Faculty: George C. Wilson, Paul M. Paine, John O. Simmons, Arthur T. Brewster, Howard T. Viets. Enrollment: 62. Courses: Four years with degree B.S.J.; two-year certificate. Equipment: City room, class rooms. Organizations: Press Club, Pi Delta Epsilon, Theta Sigma Phi.

University of Texas, Department of Journalism (Est. 1914), Austin, Tex. Faculty: Will H. Mayes, Chairman; W. D. Hornaday, Paul J. Thompson, Lloyd J. Gregory. Enrollment: 259. Courses: 11 on full year basis. Equipment: \$25,000 printing plant. Publications: B. Organizations: Students' Press Association, Journalism Students' Association, Sigma Delta Chi, Theta Sigma Phi.

Vassar College, Course in Journalistic Writing (Est. 1916), Poughkeepsie, N. Y. Faculty: Associate Professor Burges Johnson. Enrollment: 40. Courses: 2. Equipment: None. Publications: 3 undergraduate.

State College of Washington, Course in Journalism (Est. 1911), Pullman, Washington. Frank Thayer, Director. Journalism is given as part of English course.

University of Washington, School of Journalism (Est. 1907), Seattle, Washington. Faculty: M. L. Spencer, Director; Fred W. Kennedy, Robert W. Jones, Leo A. Borah, J. M. O'Connor. Enrollment: 161. Courses: 29 branches of Journalism. Equipment: Full equipment of typewriters. Publications: Washington Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Hammer and Coffin, Pal Upsilon.

University of Wisconsin, Department of Journalism (Est. 1905), Madison, Wis. Faculty: Willard Grosvenor Bleyer, director of the Course in Journalism; Grant M. Hyde, Associate Professor in Journalism; Mrs. Ruby A. Little,

Instructor in Journalism; John G. Baker, Asst. in Journalism; Andrew W. Hopkins, Professor of Agricultural Journalism; W. A. Sumner, Assistant Professor of Agricultural Journalism; Miss Grace E. Langdon, Instructor in Agricultural Journalism; Edward H. Gardner, Professor of Business Administration; E. M. Fisher, Instructor in Advertising; A. G. Hinman, Instructor in Advertising. Enrollment: 300. Courses: General Survey of the Field of Journalism; Newspaper Reporting, Newspaper and Magazine Editing, Editorial Writing, The Writing of Special Articles, The Country Weekly Newspaper, Newspaper Administration, Women's Departments in Newspapers and Magazines, The Law of the Press, The History and Principles of Journalism; Agricultural Journalism; Retail Advertising; National Advertising Campaigns, The Psychology of Advertising, Agricultural Advertising. Equipment: Journalism laboratory, printing laboratory, Journalism reading room. Publications: None. Organizations: University Press Club, Sigma Delta Chi, Theta Sigma Phi, Journalism House, Delta Pi Delta, Central Inter-scholastic Press Association.

ASSOCIATIONS AND CLUBS IN THE U. S.

Journalistic and Publishing

*Affiliated with Associated Advertising Clubs of the World.
**Member National Advertising Commission Associated Advertising Clubs of the World.

Agricultural Publishers' Assn.—President, R. Kirk Rankin, Southern Agriculturist, Nashville, Tenn.; secretary, T. W. LeQuatte, Successful Farming, Des Moines, Ia.; executive secretary, William G. Campbell, 76 W. Monroe st., Chicago, Ill.

Alabama Press Assn.—President, William T. Sheehan; secretary, Webb Stanley, Greenville Advocate.

American Association Teachers of Journalism.—President, F. W. Beckman, Iowa State College, Iowa City, Ia.; secretary, R. E. Barlow, University of Minnesota, Minneapolis.

American Newspaper Publishers Assn.—President, Paul Patterson, Baltimore Sun; secretary, John Stewart Bryan, Richmond (Va.) News-Leader; manager, Lincoln B. Palmer, 63 Park Row, New York; Bureau of Advertising, chairman, William F. Rogers, Boston Transcript; director, William A. Thomson, 63 Park Row, New York; associate director, Thomas H. Moore, 63 Park Row, New York; Chairman Labor Committee, Henry N. Kellogg, New York Life Bldg., Indianapolis.

American Society of Newspaper Editors.—President, Caspar S. Yost, St. Louis Globe-Democrat; secretary, E. C. Hopwood, Cleveland Plain Dealer.

Arizona Daily Newspaper Assn.—President, Judge Westover, Yuma Sun; secretary, Oliver B. Jaynes, Tucson Citizen.

Arkansas Press Assn.—President, E. O. Schaefer, Southern Construction News; secretary, Clio Harper, Little Rock.

Associated Business Directory Publishers.—President, Col. E. H. Burdick, S. E. Hendricks & Co., New York; secretary, J. H. Bragdon, Bragdon, Lord & Nagle, New York.

Associated Business Papers, Inc.—President, A. O. Backert, Fenton Publishing Co., Cleveland; executive secretary, Jesse H. Neal, 120 W. 42d street, New York City.

Associated Press.—President, Frank B. Noyes, Washington (D. C.) Star; secretary, Melville E. Stone, 51 Chambers street, New York; general manager, Frederick Roy Martin, 51 Chambers street, New York.

Association of College News Bureaus.—President, W. P. Kirkwood, University of Minnesota, Minneapolis; secretary, Miss Alice C. Hunter, Nebraska Wesleyan University, University Place, Neb.

Association of Departments and Schools of Journalism.—President, Eric W. Allen, University of Oregon, Eugene; secretary, J. S. Meyers, Ohio State University, Columbus.

Association of Foreign Newspaper Correspondents in the United States.—President, W. F. Bullock, London Daily Mail, New York City.

(Continued on page 212)

In BINGHAMTON, N. Y.

and SOUTHERN TIER

(Southern New York and Northern Pennsylvania)

The Morning Sun

is the

Leading Morning Newspaper

Growth as shown by A. B. C. Report:

| | | | |
|-----|---|------|---------|
| 1st | " | 1920 | 12513 |
| 2nd | " | 1920 | 13669 |
| 3rd | " | 1920 | 14444 |
| 4th | " | 1920 | 14623 |
| 1st | " | 1921 | *13838 |
| 2nd | " | 1921 | *12283 |
| 3rd | " | 1921 | *12755 |
| 4th | " | 1921 | 13357 |
| 1st | " | 1922 | 15661 |
| 2nd | " | 1922 | 18535 |
| 3rd | " | 1922 | **19577 |

*Decrease in 1921 due to labor troubles.

**Publisher's statement.

This section, which is one of the most productive and prosperous in the East, cannot be covered without the use of The Morning Sun.

Reader Interest in Better Homes

is demonstrated not only by the rapidly growing number of daily newspapers which are using our regular

BETTER HOMES SERVICE

but by the large attendance upon the Better Homes Expositions and Institutes conducted under our auspices.

Are You Responding to This Public Demand?

Better Homes Service is now issued in both daily and weekly forms. Proofs and prices will be sent on application.

This service is written by experts; the illustrations are unique. They are made from photographs prepared exclusively for us, selected and grouped by expert interior decorators, *without any reference to the origin of the articles shown*, but solely from the point of view of their beauty and appropriateness. No manufacturer or dealer, nor any group of manufacturers or dealers, has a word to say as to what shall be shown in these pictures. In the selection of subjects the effort is made to show *articles that can be purchased anywhere, articles that are within the means of the average reader.*

Our cuts are now being made by a new process which insures the best printing results it is possible to obtain from a halftone mat. They are 55-line screen, deep etched (five "bites") on copper and with the high lights tooled out.

This Service Also Pleases Advertisers

Many papers are finding its use of great value in building up their furniture, house furnishing and similar classifications. A list of newspapers to which we have sold one or another of our Better Homes Services since September 1, 1922, is printed on this page.

When Shall We Start Service to You?

AMERICAN HOMES BUREAU

53 WEST JACKSON BOULEVARD, CHICAGO

Specimens and prices on application. Let us tell you also how to promote and put on a Better Homes Exposition or Institute in your town.

Alabama
Birmingham News

California
Fresno Herald
Los Angeles Express
Pasadena Star-News
Pasadena Post
Petaluma Argus
San Francisco Chronicle
San Jose Mercury-Herald
Santa Ana Register
Santa Rosa Press-Democrat
Visalia Times

Connecticut
New Haven Register

Colorado
Lamar News

District of Columbia
Washington Times

Florida
Jacksonville Journal
Jacksonville Times-Union

Illinois
Chicago American
Chicago Herald and Examiner
Chicago Journal
Chicago Post
Danville Press
Decatur Herald
Peoria Journal-Transcript
Rockford Morning Star
Quincy Herald
Quincy Whig-Journal

Indiana
Evansville Press
Evansville Courier
Muncie Press

Iowa
Davenport Democrat and Leader
Davenport Times
Des Moines Register-Tribune
Mason City Globe-Gazette
Waterloo Tribune

Kentucky
Lexington Herald
Paducah Evening Sun
Paducah News-Democrat
Louisville Herald
Louisville Post

Kansas
Wichita Beacon

Louisiana
New Orleans Item

Maryland
Baltimore American

Michigan
Battle Creek Moon-Journal
Detroit Free Press
Grand Rapids News
Grand Rapids Press
Grand Rapids Herald
Ann Arbor Times-News
Jackson Citizen-Patriot
Kalamazoo Gazette
Saginaw News-Courier
Jackson News
Lansing State Journal
Muskegon Chronicle

Minnesota
Minneapolis Journal
St. Paul Pioneer-Press
Minneapolis Tribune

Missouri
St. Louis Globe-Democrat
St. Louis Star
St. Louis Times
Joplin Globe

Nebraska
Freemont Tribune

New Jersey
Camden Courier
Newark Star Eagle

New York
Binghamton Sun
Syracuse Herald
Utica Herald-Dispatch
Buffalo Express
Rochester Post-Express
Utica Daily Press
Yonkers Herald
Albany Knickerbocker-Press

North Carolina
Wilmington Dispatch

Oklahoma
Tulsa World

Ohio
Cambridge Jeffersonian
Cleveland News
Cleveland Plain Dealer
Dayton Journal
Dayton News
Columbus Dispatch
Columbus State Journal
Lorain Times-Herald
Marion Star
Middletown Journal
Sandusky Register
Van Wert Times
Youngstown Vindicator

Pennsylvania
Johnstown Ledger
Johnstown Tribune
Oil City Derrick
Sharon Herald
Harrisburg Patriot & Evening Press

Texas
Beaumont News
Dallas News
Dallas Dispatch
Dallas Times-Herald
San Antonio Light
Sherman Democrat

Tennessee
Nashville Tennessean

Vermont
Burlington Free Press

Virginia
Newport News Press

Washington
Aberdeen World
Raymond Herald
Seattle Post-Intelligencer
Spokane Spokesman
Tacoma Ledger
Vancouver Columbian

West Virginia
Bluefield Daily Telegraph
Charleston Gazette

Wisconsin
Madison State Journal
Milwaukee Leader
Milwaukee Telegram
Milwaukee Wisconsin News
Racine Journal News

JOURNALISTIC AND PRESS ASSOCIATIONS AND CLUBS OF U. S.

(Continued from page 210)

Association of Newspaper Classified Advertising Managers.—President, Harry Gwaltney, Milwaukee Journal; secretary, C. L. Perkins, Chicago Herald & Examiner.

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In city of 8,732 homes we sell more than 8,400 daily. Balance in nearby villages reached by busses and trolleys.

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Always ready to cooperate.

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Revolutionizing the Newspaper Field

Upsetting the Records of All Omaha Papers of All Times

THE OMAHA BEE

For the Year 1922

Net Daily Gain, 14,153

Daily Average Circulation, 71,878

Net Sunday Gain, 18,932

Sunday Average Circulation, 77,521

Exceeding the gains (eleven months' figures) of the second paper by 6,927 copies Daily, and 7,190 Sunday; exceeding the gains (eleven months' figures) of the third paper by 6,117 copies Daily, and 9,734 Sunday.

By these unprecedented gains, based on the superior merit of The Omaha Bee as a newspaper, and not on any freak of feature or trick of fortune.

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the former claimed lead of other papers, and proves how rapidly a real newspaper can acquire quantity and quality of circulation at the same time.

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There is a real buy today in the Omaha field. 71,878 Daily and 77,521 Sunday circulation-with PLUS BUYING POWER and —an advertising rate per 1,000 readers that is less (buying power considered) than that of any other paper

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Its 1923—
Let's Go!

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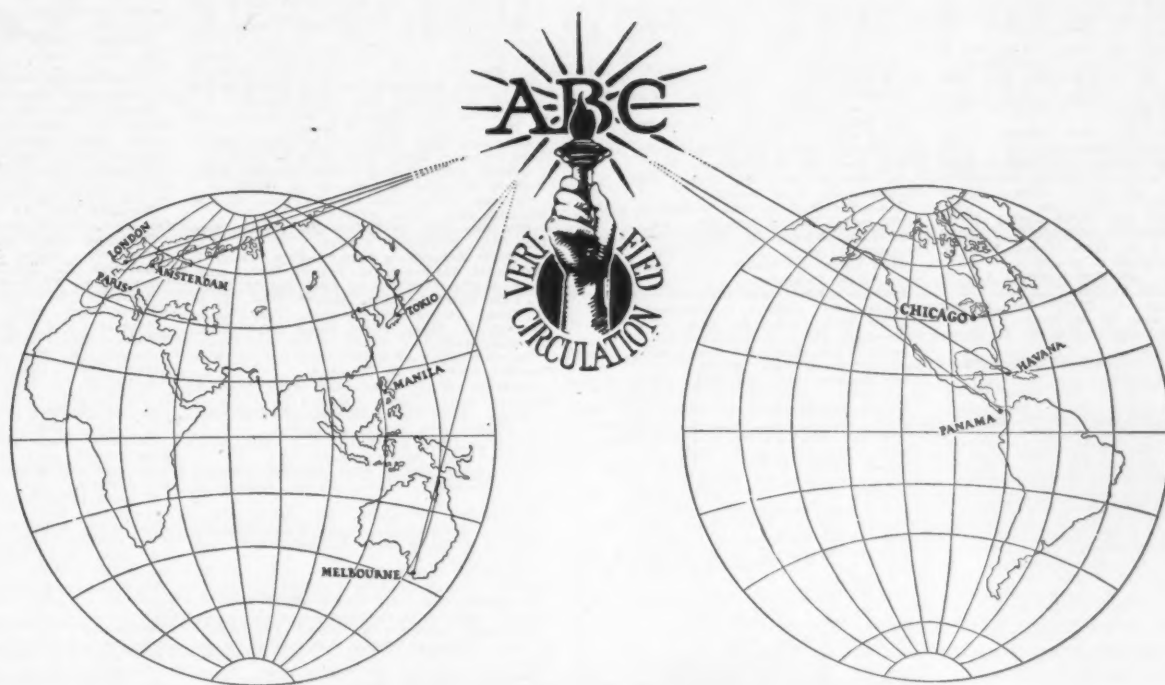
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 CHINA—Advertising Club of China.—Pres., Benton Saunders, care of Anderson Meyer, Shanghai; secy., T. Y. Chang, Y 12, North Szechuan Road, Shanghai.
 ENGLAND—Thirty Club of London.—Pres., John Cheshire; secy., C. Harold Vernon.
 Associated American Newspapers of London and Paris.—Manager, J. J. Evans Hesse, Paris office, of Chicago Tribune.
 IRELAND—Advertising Club of Ulster.—Pres., Sam G. Haughton, 11 Bedford st., Belfast; secy., Victor Salter, Belfast Telegraph.
 NEW ZEALAND—Advertising Club of New Zealand.—Pres., G. M. Foulds, 101 Victoria Arcade, Queen's st., Auckland; secy., Herbert J. Bentley, 26 Strand Arcade, Auckland.
 Further information on British and Canadian Clubs and Associations will be found in Special British and Canadian sections. See Index on last two pages.

*Affiliated with Associated Advertising Clubs of the World.
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 Venezuela—Laureano Valenilla Lans and Andres Mata.

BETTER BUSINESS BUREAUS

UNITED STATES

Akron (O.) Better Business Commission.—Secy., Phil Baldwin, 710 Second National Bank Bldg.
 Baltimore (Md.) Better Business Bureau.—Managing director, Walter B. R. Wright, 1204 Munsey Bldg.
 Boston (Mass.) Better Business Commission.—Manager, Edward L. Greene, 201 Devonshire st.
 Cleveland (O.) Better Business Commission.—Manager, Howard M. Cool, Hotel Statler.
 Columbus (O.) Better Business Commission.—Manager, Bruce T. Work, 427 Citizens Bank Bldg.
 Dallas (Tex.) Better Business Bureau.—Manager-Counsel, Hugo Swan, 1413 Elm st.
 Davenport (Ia.) Consumers' Bureau.—Secy., F. C. Harrison, 213 Masonic Temple.
 Detroit Better Business Bureau.—Executive secy., Alfred J. Pitts, Board of Commerce Bldg.
 Fort Wayne (Ind.) Better Business Bureau.—Executive secy.-manager, Robert M. Snyder, 206 Carroll st.
 Houston (Tex.) Better Business Bureau.—Secy.-manager, A. D. Collins, 520 Chronicle Bldg.
 Indianapolis (Ind.) Better Business Bureau.—Secy.-manager, G. F. Olwin, 203 Chamber of Commerce Bldg.
 Iowa Better Business Bureau.—Secy., Ray W. Lockard, 408 Good Block, Des Moines.
 Kansas City (Mo.) Better Business Bureau.—Secy., George M. Mueser, 128 Hotel Baltimore.
 Lima (O.) Better Business Bureau.—Pres.-manager, J. E. Norton, 305 Business College Bldg.
 Los Angeles (Cal.) Better Business Bureau.—Manager, Ferris R. Miller, 515 Lisner Bldg.
 Louisville (Ky.) Better Business Bureau.—Manager, Harry W. Richl, 519 Marion E. Taylor Bldg.
 Milwaukee (Wis.) Better Business Bureau.—Manager, Oscar H. Morris, 108 Mason st.
 Minneapolis (Minn.) Better Business Bureau.—Manager, George S. Langland, 910 Andrus Bldg.
 New York City Better Business Bureau.—Managing secy., H. J. Kenner, Room 614, 61 Broadway.
 Oakland (Cal.) Better Bureau.—Manager, Elmer J. Hertel, 1121 Washington st.
 Florida (Ill.) Better Business Bureau.—Manager-counsel, Roscoe Herget, Jefferson Bldg.
 Portland (Ore.) Better Business Bureau.—Manager, F. P. Tebbetts, 308 Oregon Bldg.
 Providence (R. I.) Better Business Bureau.—Director, S. T. Leaming, 204 Westminster st.
 Richmond (Va.) Better Business Bureau.—

Secy., R. Allen Gibbons, 218 N. 2nd St.
 Sacramento (Cal.) Better Business Bureau.—Manager, M. S. Small, 912 6th st.
 San Antonio (Tex.) Better Business Bureau.—Secy.-manager, E. J. Tompkins, 215 W. Commerce st.
 San Diego (Cal.) Better Business Bureau.—Manager-counsel, Lewis J. Uti, 505 S. Title Bldg.
 San Francisco (Cal.) Better Business Bureau.—General counsel, Elliot M. Epstein, 2011 Palace Hotel.
 Seattle (Wash.) Better Business Bureau.—558 Central Bldg.
 Spokane (Wash.) Better Business Bureau.—Manager, Frank J. Zeorlin, W. 909 Main ave.
 St. Louis (Mo.) Better Business Bureau.—Manager-counsel, E. J. Brennan, Hotel Statler.
 Stockton (Cal.) Better Business Bureau.—Director, Stanley M. Arndt, Yosemite Bldg.
 Tacoma (Wash.) Better Business Bureau.—Manager, Kenneth Hood, 1501 Puget Sound Bank Bldg.
 Terre Haute (Ind.) Better Business Commission.—521 Tribune Bldg.
 Toledo (O.) Better Business Commission.—Secy., F. M. Willson, 743 Splitzer Bldg.
 Tulsa (Okla.) Better Business Bureau.—Secy.-counsel, Louis Lefko, Municipal Bldg.
 Washington (D. C.) Better Business Bureau.—Director, F. X. Wholley, 335 Evening Star Bldg.

*All organizations under this heading are affiliated with the Associated Advertising Clubs of the World.

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 American Pulp & Paper Assn.—Pres., W. J. Raybold, B. B. Rising Paper Co., Hoosatonc, Mass.; secy., Dr. Hugh Baker, 18 E. 41st St., New York.
 American Society of Mechanical Engineers (printing machinery industry division)—Chairman, William C. Glass, United Printing Ma.
 (Continued on page 220)

Day by day in every way our service is getting better and better

A distinctive photographic service of quality consisting of eight good news and feature pictures at a nominal price.

Write for details

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PICTORIAL NEWS SERVICE

153 East 42nd St.

New York City

TO LUBRICATE BUSINESS
USE THE ORGAN OF OIL

The Oil City Penn'a "Derrick" reaches 90% of Oil City Homes and covers the oil fields in all parts of the world. It is the only morning paper in Venango County, Member of A. B. C., full Associated Press News.

In making up your list of "Better Mediums" do not forget the "Derrick." Send for a copy of our survey; it will tell you what we are doing for our advertisers. When it comes to service—we're there. Weekly Derrick covers all oil fields and offers unlimited possibilities for the display of oil field equipment. Give it a trial.

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Mad as a March Hare!

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(Founded 1849)

ROLLER MAKERS

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(Main Office)
Philadelphia

406 PEARL STREET
Rochester Cleveland



ASSOCIATIONS IN THE U. S.—(Continued from page 218)

chinery Co., New York; sec'y, R. H. Roesen, the John Muller Co., New York.

California Fruit Growers' Exchange—General Manager, E. G. Dezell, Los Angeles, Cal.

Graphic Arts Assn.—Pres., John R. Demarest, Wilson H. Lee Co., New Haven, Conn.; sec'y, Noble T. Fraig, 639 Diversey Parkway, Chicago, Ill.

International Assn. of Printing House Craftsmen.—Pres., John J. Diviny, Government Printing Office, Washington, D. C.

International Photo-Engravers Union.—Pres., Matthew Woll, Chicago; sec'y, H. F. Schmall, St. Louis, Mo.

International Printing Pressmen's and Assistants' Union.—Pres., George L. Berry, Jackson, Miss.; sec'y, Joseph C. Orr, Chicago, Ill.; headquarters, Pressmen's Home, Tenn.

International Stereotypers & Electrotypers Union.—Pres., James J. Freel, 56 Gould Ave., Caldwell, N. J.; sec'y, Charles A. Sumner, 3110

Olive St., Kansas City, Mo.

International Typographical Union.—Pres., John McParland, Indianapolis; sec'y, J. W. Hays, Indianapolis.

Missouri Valley Typographical Conference.—Pres., Edward G. Waters, Des Moines; sec'y, Charles Rhode, St. Joseph, Mo.

Motion Picture Producers & Distributors of America.—Pres., Will H. Hays, New York; sec'y, Courtland Smith, New York.

National Assn. of Employing Lithographers.—Pres., Earl H. Macoy, Tribune Building, Chicago; sec'y, Maurice Saunders, 104 Fifth Ave., New York City.

Newspaper Service Bureau.—Sec'y, R. S. Kellogg, Canadian Pacific Building, New York City.

United Typothets of America.—Pres., J. Linton Engle, 1316 Cherry St., Philadelphia; sec'y, Edward T. Miller, 608 S. Dearborn St., Chicago, Ill.

PULITZER PRIZE AWARDS

Revelations of the organization and operations of the Ku Klux Klan won for the New York World the 1922 \$500 gold medal award, established under the will of Joseph Pulitzer, for the most disinterested meritorious public service performed by any newspaper during the last year.

The \$1,000 prize for the best reportorial work of the year was awarded to Kirke L. Simpson, of the Associated Press, for his account of the burial of the Unknown Soldier at Arlington.

The \$500 prize for the best editorial article embracing clearness of style and moral purpose, sound reasoning power influencing public opinion in the right direction was awarded to Frank M. O'Brien, of the New York Herald, for "The Unknown Soldier."

The \$500 prize for the best cartoon was awarded to Rollin Kirby, New York World, for "On the Road to Moscow."

The Ku Klux Klan revelations for which the World was awarded the gold medal for meritorious service were published as a series starting September 6, 1921. Twenty-six newspapers scattered throughout the United States joined in the publication of the series.

Pulitzer prizes and letters for 1921 were awarded as follows:

\$1,000 American novel prize was awarded to Booth Tarkington for his "Alice Adams."

\$1,000 American play prize was awarded to Eugene O'Neill, for his "Anna Christy."

\$2,000 prize for the best history book on the United States was awarded to James Truslow Adams, for his "Founding of New England."

\$1,000 prize for the best patriotic biography was awarded to Hamlin Garland for his "A Daughter of the Middle Border."

\$1,000 for the best volume of verse was awarded to Edwin Arlington Robinson for his "Selected Poems."

\$1,500 scholarship prize for the founder of music for European instruction was awarded to Sandor Harmati, of Hollis, N. Y.

\$1,500 scholarship for art was awarded to Edith Bell, of Des Moines, Iowa.

\$1,500 traveling scholarship for graduates in the Pulitzer School of Journalism who pass examinations with highest honors to enable them to spend a year in Europe, were awarded to Robert Arthur Curry, Nassau, Bahama Islands; Ziepha Mary Carruthers, Denver, Col.; and Robert Henry Best, Spartansburg, S. C.; alternates, Joseph Levi Jones, West Plains, Mo.; Arthur Gayle Waldrop, Dallas, Texas, and Clara Maude Hemlinway Lykes, Wellington, Surrey, England.

No competitors appeared for the \$1,000 prize for the best history of the services rendered to the public by the American press during the year.

Award of the Pulitzer prizes and scholarships are made publicly at the Commencement exercises of Columbia University, in New York, in June each year. Nominations of candidates must be made on or before February 1.

The following awards are made as prizes in journalism, after nomination by a jury or juries chosen from the members of the administrative boards of the School of Journalism and from the teaching staff of the school:

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing \$500.

For the best history of the services rendered to the public by the American press during the preceding year, \$1,000.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, \$500.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, \$1,000.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, \$500.

The following awards will be made as prizes in letters, after nomination by a jury or juries chosen by the American Academy of Arts and Letters from its own membership and from that of the National Institute of Arts and Letters:

For the American novel published during the year which shall best present the wholesome atmosphere of American life, and the

highest standard of American manners and manhood, \$1,000.

For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standards of good morals, good taste and good manners, \$1,000.

For the best book of the year upon the history of the United States, \$2,000.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, \$1,000.

For the best volume of verse published during the year by an American author, \$1,000.

These traveling scholarships, having a value of \$1,500 each, will be awarded:

On the nomination of the teaching staff of the School of Journalism three traveling scholarships to graduates of the School of Journalism, who shall have passed their examinations with the highest honor and are otherwise the most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people and the character and principles of the European press.

Competition for these scholarships is not necessarily restricted to those who are graduated from the School of Journalism in the year when the award is made.

An annual scholarship to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction, on the nomination of a jury composed of members of the teaching staff of the Department of Music in Columbia University and of the teaching staff of the Institute of Musical Art.

An annual scholarship to an art student in America, who shall be certified as the most promising and deserving by the National Academy of Design, with which the Society of American Artists has been merged.

The awards will be made by the trustees of Columbia University on the recommendation of the advisory board of the School of Journalism. Nominations of candidates, it is provided, must be made in writing addressed to the Secretary of Columbia University on forms that may be obtained by application to him.

WIRE NEWS SERVICES

UNITED STATES AND CANADA

Associated Press, 51 Chambers street, New York; Frederick Roy Martin, general manager.

British United Press, Ltd., 171 St. James street, Montreal, Que., Canada; Charles F. Crandall, general manager.

Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.

Central News of London, 26 Stone street, New York; Edward Rascovar, manager.

Chicago Tribune Service, Tribune Building, Chicago; Arthur W. Crawford, manager.

Cosmopolitan Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Consolidated Press Association, Evening Star Building, Washington, D. C.; Robert McClean, business manager.

International News Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Ledger Service, Independence Square, Philadelphia, Pa.; J. E. Watkins, general manager.

New York World News Service, 63 Park Row, New York; C. N. Snyder, Jr., manager.

United Financial, 63 Park Row, New York City; Karl A. Bickel, general manager.

United News, 63 Park Row, New York; Karl A. Bickel, general manager.

Index to Contents will be found on pages 242 and 244.

LEGISLATION IN 1922

UNITED STATES

Pan-Pacific Radio News Communications. Via U. S. Navy Stations, Extended.—Use of the navy's radio facilities for press and commercial purposes for a period of another three years was authorized April 14, when President Harding signed the Congressional joint resolution authorizing the extension, for which the newspapers of the country had been fighting for nearly a year. By the provisions of the resolution private messages will be transmitted by Naval radio from June 5, 1922, when the present permission expires, to June 30, 1925. The full period of the extension, however, does not apply to China. The service to Chinese stations will be terminated on January 1, 1924, because of international wireless agreement for China made at the Washington Conference on the Limitation of Armaments and Far Eastern Questions. The three-year extension amounted to a compromise of the views of the House and Senate conferees on the resolution, and was considered by the newspapers as the best arrangement which could be made in the face of strong Congressional opposition to any form of extension. The sentiment of several members of the House against continuance of what they regarded as "government in business," was overcome only with the greatest difficulty through intervention by President Harding, who heartily concurred with the newspaper view that use of the navy radio was essential if adequate and reasonably-priced communication was to be had with Hawaii, the Philippines and other outlying sections of the Far East.

No Relief from High Second-Class Postage Rates.—Efforts to obtain relief through Congress from war-time second-class postal rates, through the passage of the Kelly Bill, providing for reductions to the basis of 1919-20 until the Congressional Joint Committee investigating post office operating costs would report its findings, failed December 12, when House Committee on Post Offices and Post Roads again postponed consideration of the measure. Although all publishing interests were united in their advocacy of the Kelly Bill, the committee's vote was 10 to 5 upon a motion to again delay action on the bill until the Joint Postal Commission should report. Six members of the committee failed in their pledges to take favorable action on the measure, made when a report on the bill was postponed in June on the understanding that the Joint Postal Commission would report on mail costs by December 1. The report has not been made and no date has been designated for its final submission.

Blue Law Enforcement.—On the morning of July 1, a committee, appointed by a mass meeting of 235 men and women of the Christian

Protestant Laymen's Federation of Vicksburg, Miss., and Warren County, presented a petition to the mayor to suppress Sunday baseball, Sunday moving pictures, opening of pool and billiard rooms on the Sabbath, bootlegging and gambling. That evening the mayor, J. J. Hayes, issued instructions to the police to enforce all the Blue Laws to the letter. E. A. Fitzgerald, Sr., business manager and, up to Saturday afternoon, part owner of the Herald, was notified that if the men worked after Saturday midnight, every one would be arrested. The men worked until 11:30 Saturday night, left the building, and returned at 12:01 Monday morning, completed the work and the paper, Sunday's edition, went to press Monday morning. Thus, it took two days to get out one edition of the Sunday Herald. It was the first Blue Law Sunday in Vicksburg, and very few people were satisfied, as some got more than they wanted, and others were vexed and annoyed because the thing went too far. The Sunday moving pictures began operation in the days of the open saloon and the church people (Continued on page 222)

Newspapers Offices Have Been Flooded Since 1920

with specially prepared one-sided propoganda intended by its distributor to arouse ill-will between Jew and non-Jew. Open avenues to news sources and assistance in finding basic facts can be secured gratis by writing to

THE
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LEAGUE
22 West Monroe Street
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- Business in its Mills and Stores.
- Plans for larger Trading Area.
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THE BEST

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FOR RELIABLE DAILY NEWSPAPERS

Over 60% of our present business is return contracts. Conservative and constructive service. Positive results. Sixteen consecutive years of service for leading Newspapers of the Country.

Service You Will Like

All members of the Newspaper Fraternity are invited to make free use of our offices and equipment for headquarters and personal needs when in Reading.

THE PULTZ COMPANY, Limited
LONG DISTANCE PHONE 2410-R
SUITE 32, SECOND NATIONAL BANK BLDG.
READING PENNSYLVANIA

What the Frank Presbrey Co. Thinks of *Il Progresso*

We maintain a merchandise service with real dealer influence

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FOREIGN LANGUAGE DEPARTMENT
ANDREW LE MASSENA
VICE-PRESIDENT

Frank Presbrey Co.
Advertising
Fourth Avenue at 31st Street
New York

Il Progresso Italo-Americano,
42 Elm Street,
New York, N. Y.

Gentlemen:

Attention: Mr. Wm. Hirsch, Business Mgr.

January 20, 1923.

We take pleasure in confirming the fact that for the past several years we have been placing advertising in your paper with great advantage to our clients who are desirous of reaching the Italian People.

- The names of some of these accounts follow:—
- The American Express Company
 - Cunard-Anchor S. S. Line
 - Savings Bank Ass'n. of the State of N. Y.
 - Coca-Cola Bottling Co. of N. Y., Inc.
 - The White Company (Mfrs. of White Motor Trucks)
 - United States Government Savings System
 - Federal Reserve Bank
 - Aluminum Cooking Utensil Co. (Mfrs. of "Wear-Ever")

The ready and complete co-operation of your advertising and editorial departments has helped to accomplish the good results which our clients have invariably obtained from *Il Progresso*. During our campaign in behalf of the United States Treasury Department your paper aided us considerably in Americanization work by placing your editorial facilities at the disposal of the government.

We have always found *Il Progresso* a high grade, responsive advertising medium and a first class American paper printed in Italian.

Very truly yours,

A. Le Massena

A. Le Massena, Vice-President
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LEM:MM

The only foreign language newspaper having a rotogravure service—8 pages Sunday

CIRCULATION

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| <u>Member</u> | } Daily - - - - | <u>88,252</u> |
| <u>A. B. C.</u> | | Sunday - - |

MEMBER A. N. P. A.

PUBLISHERS' ASSOCIATION OF NEW YORK

IL PROGRESSO ITALO-AMERICANO

42 Elm Street, New York City

LEGISLATION IN 1922—(Continued from page 220)

requested that they open as a counter attraction to the saloons.

It cost J. B. Rees, reporter for the Dayton (Ohio) Daily News, \$33.70 to have violated the Sunday Blue Laws in Piqua, Ohio. Rees was sent to Piqua August 13 by the Dayton News to get a story on the operations of the Blue Laws on the first day of their observance under the proclamation issued by the mayor. He was arrested, pleaded guilty, and was fined \$25, and costs, amounting to a total of \$33.70, which he paid. Mayor DeWeese issued his proclamation calling for strict enforcement of the Blue Laws after the ministerial association of the city had taken steps to close the theaters on Sunday by arresting the proprietors under the state law. The mayor was not in sympathy with the move, but believes in "fighting fire with fire." The Blue Law proclamation was the result. The newspapers co-operated with the mayor and not an outside Sunday newspaper went into the city. To get a paper, it was necessary to go to Troy eight miles away.

Congress Fails to Bar "Gambling" News from Newspapers.—Attempt to pass Congressional legislation preventing newspapers from printing racing odds and other information which might promote gambling in the form of the Walsh rider to the Sterling-Sims Bill, was not successful. The law would have barred all publications carrying such matter from the mails.

"Newspaper" Expenses Must Be Accounted For by Those Seeking Congressional Seats.—Senator Walter E. Edge's amendment providing for newspaper exemption from the campaign expense limitations provided in the Pomerene bill, failed to be adopted when the bill was passed by the U. S. Senate, September 2. The amendment undertook to strike out the words "other than in newspapers" from that part of the measure which excepted certain items, including printing, other than in newspapers, from the amount permitted in the legitimate expenses, \$5,000 for election to the House and \$10,000 for election to the Senate.

A bill was introduced, early in 1922, in the Minnesota Senate, making it a misdemeanor for any person to furnish false information to any editor or reporter or other person for publication. It had not been finally acted upon at the time THE INTERNATIONAL YEAR BOOK went to press.

Would Allow Lien Action Against Newspapers in Libel Suits.—The Massachusetts Legislature Joint Judiciary Committee in March considered a bill providing drastic lien action against newspapers sued for libel which fail to furnish bonds to the amount of the damage claimed. It was introduced by Edward J. Gallagher of Boston. The bill read:

Section 1.—When the tangible property held by the publisher or proprietor of any newspaper or periodical is insufficient to meet the amount of a damage claim made in suit for libel brought against said newspaper or periodical, and when the defendant or defendants fail to furnish a bond for the amount of said claim within three days after notice of suit, the plaintiff shall be given a lien on the newspaper or periodical and on any property of said publisher or publishers to satisfy any judgment that may be obtained by the plaintiff on trial of said suit.

"If the editor-in-chief of said newspaper or periodical and the owner or owners of the printing plant from which it is issued are not also the publisher or publishers thereof, they may also be made defendants in any suit for libel brought upon the provisions and scope of this act.

"Should the sums accruing from the lien as aforesaid be sufficient to meet the amount of the judgment, and should no settlement be made in any other way, then said newspaper or periodical shall be denied the right of publication, pending full settlement of the judgment, and during the interim it shall not be reissued under the same or any other parties."

Section 2.—The act shall take effect upon its passage.

Plan to Punish Newsdealer Profiteers Fails.—Assemblyman Yacenda of Brooklyn introduced a bill in the New York Assembly in February to prevent profiteering in newspapers, and making it a misdemeanor for any person, firm or corporation as news dealer, agent or newsboy to sell any newspaper at a price greater than the purchase price per copy as printed on the face of the paper. The penalty provided was a fine of \$25 or thirty days in jail, or both. It was not passed.

New Basis of Payment for Legal Ads.—Senator Caleb H. Baumes of Newburgh, N. Y., introduced a bill in the New York State Legislature which reduces the present rate charged for publication of session laws, summons and legal orders and notices by basing the rates to be paid on the circulation of the newspaper in which they are printed. Trial was in the hands of the Judiciary Committee when THE INTERNATIONAL YEAR BOOK went to press.

Virginia Punishes News Fakers.—The Virginia General Assembly passed a law making it a misdemeanor for any person to give false news to a newspaper, magazine or other publication. A law was also passed prohibiting any one from printing any design, figure, emblem or advertisement and the like upon a newspaper which may cause the public to believe that it was the work of the publisher of the paper. These two laws are as follows:

Be it enacted, that any person who knowingly and wilfully states, delivers or transmits by any means whatever to any publisher, or employee of a publisher, of any newspaper, magazine, or other publication, any false and untrue statement concerning any person or corporation, with intent that the same shall be published, shall be guilty of a misdemeanor.

It shall be unlawful for any person, without first obtaining the consent of the publisher so to do, to print, stamp or impress upon any newspaper or any part thereof, after the same shall have been issued for

circulation by the publisher thereof, any word, figure, design, picture, emblem or advertisement with intent to cause, or which when so printed, stamped or impressed may cause, the public to believe that such word, figure, design, picture, emblem or advertisement was printed, stamped or impressed in and upon such newspaper by the publisher of the same as a part thereof.

Town Law Makers Bar Reporters.—The board of borough burgesses of Torrington, Conn., voted to bar all newspaper representatives from its meetings. The former board took similar action and was not re-elected.

EFFECTING ADVERTISING

St. Louis Bans Fake Bargain Sale Advertising.—A new ordinance with respect to advertising now in effect in St. Louis made it unlawful for dealers to use private residences as a blind in offering merchandise. The practice among certain dealers in St. Louis in the sale of pianos, phonographs, and automobiles especially had been to advertise by giving the address of a residence and declaring that the article is on a forced sale. Many people imagined that such sales provided bargains. The ordinance follows:

ORDINANCE 32093.

"Be it ordained by the City of St. Louis, as follows:

"Section One. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employee thereof, engaged in the business of selling goods, wares, merchandise, securities, service or real estate to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities, or real estate is a dealer in the same; provided, however, that the advertisement of the sale of any goods, wares, merchandise, securities, service or real estate in such form as to make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate as a business, shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than twenty dollars nor more than five hundred dollars for each offense.

"Approved December 4, 1922."

Missouri Enforces Billboard Laws.—Missouri State Highway Commission decided to enforce the provisions of the new State highway law prohibiting the posting of advertising matter on the right-of-way of state highways. Highway and trail associations and automobile clubs were authorized to remove advertising displayed on trees, fence posts and bill boards, and put up instead finger boards showing directions and distances to various cities.

New York State Session Law Advertising Completely Abolished.—Governor Miller of New York signed the bill of Assemblyman Charles H. Betts abolishing the publication of the session laws in the official state paper, the Albany Evening Journal. In 1921 a law was passed doing away with the publication of the laws and concurrent resolutions of the legislature in newspapers throughout the state, except the state paper. The existing law still provides for the publication in the state paper: "All appointment of terms of the Supreme Court; the rules of practice adopted from time to time by the Judges of the Court of Appeals and a convention constituted pursuant to the judiciary law and notices and advertisements required to be published in a newspaper by state officers, or by a department, board, bureau or commission of the state, or in actions against foreign corporations. The publication of such notices and advertisements shall be additional to their publication in other newspapers."

Utah's Anti-Cigarette Advertising Law.—The Utah anti-cigarette law is hurting advertising receipts within the state to the extent of \$150,000 a year, according to A. L. Fish, general manager of the Salt Lake City Telegram. The law has 3 sections. One prohibits the sale of cigarettes, another forbids their use in certain public places, and the third makes it illegal to advertise them. This last section has been obeyed to the letter and is the only one which has been observed. Mr. Fish is leading an effort to have the next session of the legislature repeal the law.

False Advertising Law in Wilmington, Del.—The City Council of Wilmington, Del., at the instance of the Chamber of Commerce and with support of the newspapers, in March passed an ordinance forbidding questionable advertising. The law provides a \$10 fine for violations.

No More Faking in Walla Walla.—Thirty days in jail or a \$100 fine, or a combination of both, is the maximum penalty provided by the new pure advertising ordinance passed by the city commissioners of Walla Walla, Wash., in September, upon the request of the local advertising club. Under this ordinance goods cannot be advertised by comparing prices unless the lowest former price is given, and advertisements reading "values up to" must contain the number of articles with the various prices.

FOREIGN.

Japan.—The defeat in April of the "dangerous thoughts" bill in the Japanese Parliament was considered a great political victory for Japanese newspapers. The bill would have sent to jail for seven years any one who had thought, was thinking, or might in the future think "dangerous thoughts"—in other words, propaganda against the Government. It applied to the past and the future just as much as to the present. It was said to have been the first time a concerted press demand has shown direct and positive effect in Parliament.

Also see Canadian Section. Refer to Index on last two pages.

ALEXANDRIA
DAILY TOWN TALK

ALEXANDRIA, LA.

Published Every Evening
Except Sunday. Net Paid
Circulation of 4820. 85%
of Circulation Delivered
by Carrier in Alexandria
and other Towns in
Rapides Parish.

Alexandria and Rapides
Parish have had Fifteen
Papers, Six Dailies and
Nine Weeklies, Estab-
lished during the Forty
Years The Town Talk
has served this territory.
Today the daily and
weekly Town Talk are the
only papers published in
Alexandria or Rapides
Parish, with a Population
of 60,000.

McCORMICK AND COMPANY
PROPRIETORS

H. M. HUIE Publisher

STAMFORD, CONN.

Population 40,000

The purchasing power of
this excellent territory is
shown by the fact that the
Saving Bank Deposits for
1922 were \$21,009,791, and
the bank clearances for the
same period were \$132,385,-
000.

The total of taxable prop-
erty is listed at \$65,778,715.

This high grade field is
thoroughly covered by the

Stamford Daily
AdvocateOver 6,000,000
lines for 1922.The Julius Mathews Special Agency
Boston New York Detroit ChicagoWANT
A Special
Edition?More Than
100
PublishersNorth, South, East and West
Will Tell YouMEYERS
Is the MAN—

The Greater Norfolk and
Hampton Roads Edition of the
Ledger-Dispatch, published De-
cember 30, 1922—88 pages.

The most recent endorse-
ment—WIRE.

GEORGE SELWYN MEYERS

Room 291

Ledger-Dispatch Bldg.

Norfolk, Va.

Established 10 years

Is It Worth While

To Have Your Message

In the only single newspaper
covering a territory where
the people are growing rich
from oil, gas, manufacturing,
agriculture and stock rais-
ing?

Then sell your goods through

THE ADA
EVENING NEWS

Ada, Oklahoma

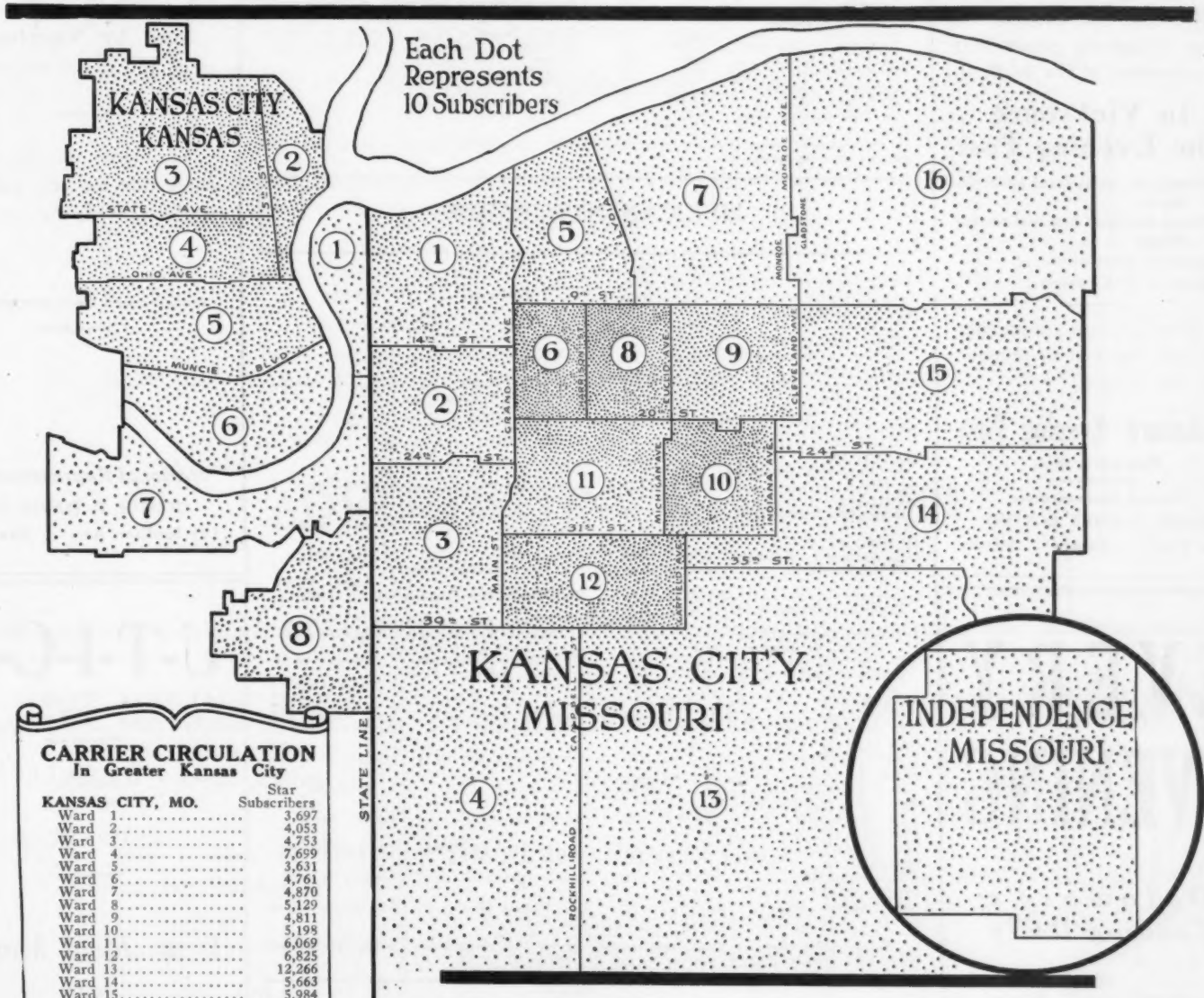
Compared with other news-
papers in cities under 15,000
inhabitants, it carries more
news, more comics, more
features. Its readers believe
what it says.

A metropolitan newspaper
in a small city

No Foreign
representatives.

The Most Remarkable Map Ever Published

This graphic presentation of The Kansas City Star's carrier circulation depicts a thoroughness of coverage not duplicated or approached by any other newspaper in any other city in the world.



CARRIER CIRCULATION
In Greater Kansas City

| KANSAS CITY, MO. | Star Subscribers |
|--------------------|------------------|
| Ward 1..... | 3,697 |
| Ward 2..... | 4,053 |
| Ward 3..... | 4,753 |
| Ward 4..... | 7,699 |
| Ward 5..... | 3,631 |
| Ward 6..... | 4,761 |
| Ward 7..... | 4,870 |
| Ward 8..... | 5,129 |
| Ward 9..... | 4,811 |
| Ward 10..... | 5,198 |
| Ward 11..... | 6,069 |
| Ward 12..... | 6,825 |
| Ward 13..... | 12,266 |
| Ward 14..... | 3,663 |
| Ward 15..... | 5,984 |
| Ward 16..... | 5,990 |
| Total | 92,399 |

| KANSAS CITY, KAS. | Star Subscribers |
|--------------------|------------------|
| Ward 1..... | 460 |
| Ward 2..... | 2,035 |
| Ward 3..... | 7,973 |
| Ward 4..... | 3,235 |
| Ward 5..... | 4,058 |
| Ward 6..... | 2,520 |
| Ward 7..... | 2,235 |
| Ward 8..... | 3,755 |
| Total | 26,271 |

| | |
|----------------------------------|----------------|
| INDEPENDENCE, MO..... | 5,551 |
| GREATER KANSAS CITY | 124,221 |

EACH dot in this map represents 10 subscribers to The Kansas City Star, served by The Star's own carriers. Street sales, counter sales, drug store distribution and the like have not been included. There are more Star subscribers in Greater Kansas City than there are families.

| | |
|---|----------------|
| Families in Greater Kansas City (U. S. Census)..... | 112,007 |
| City Carrier Circulation of The Kansas City Star..... | 124,221 |
| City Circulation—Including Newsboy Sales..... | 138,008 |
| TOTAL Circulation, City, Suburban and Country..... | 231,304 |
| Gain over One Year Ago..... | 9,349 |

Note: Since the count by wards was made, December 18, 1922, the city carrier circulation has increased from 122,202 copies to 125,722 copies.

THE KANSAS CITY STAR

NEW YORK OFFICE
15 E. 40th Street

CHICAGO OFFICE
1418 Century Bldg.

In Vicksburg, Miss.
THE EVENING POST

Accepts all advertising on a guarantee of

Three Times More Circulation

in Vicksburg than any other paper, and The Post is the only Vicksburg paper that is a member of the A. B. C.

In Vicksburg The Evening Post

- Prints the most local advertising;
- Prints the most national advertising;
- Leads in circulation;
- Is an A. B. C. paper.

In placing your advertising it would be well to remember these facts.

Vicksburg Evening Post
Vicksburg, Miss.

Foreign Representatives
FROST, LANDIS & KOHN
New York Chicago Atlanta

EVERY EVENING

Delaware's Leading Daily

A Newspaper with a mission, appealing to the intelligent element of a community which it has faithfully served for over fifty years

THE FIRST Newspaper in Wilmington, Del.

NEWSPAPERS OF CUBA

| City, Population and Newspapers | Circulation | Advertising Rates | Publisher | Editor |
|---------------------------------|-------------|-------------------|-------------------------------|--------------------|
| BANES, 5,000 | | | | |
| El Pueblo (E)..... | 1,000 | ... | Fernando Rodriguez | |
| BAYAMO, 3,022 | | | | |
| Heraldo de Bayamo..... | | .25 | Palacio & Co..... | Dr. Feo Soto |
| CIENFUEGOS, 80,000 | | | | |
| El Comercio (M)..... | 7,500 | .30 | Pedro Antonio Aragones... | |
| HAVANA, 500,000 | | | | |
| El Mundo | | 1.10* | Antonio G. Mora..... | |
| Heraldo de Cuba (A) (D-S) | | .80 | Dr. Orestes Ferrara..... | Augustin Lazo |
| El Triunfo (M)..... | | .50 | Modesto Morales Diaz..... | |
| Avisador Comercial (E)..... | 5,000 | .60* | Soland Garcia, S. en C..... | |
| La Prensa (E)..... | | ... | Compania Mundial..... | Dr. Juan O'Naghten |
| Mercurio (D)..... | 8,500 | ... | Jose M. Capmany..... | E. Taboada |
| Post (D)..... | | .80 | Havana Post Corporation..... | J. T. Wilford |
| Telegram (D)..... | | .80 | Havana Telegram Co..... | A. E. Hodgson |
| MATANZAS, 60,000 | | | | |
| El Regional | 2,000 | .10 | Carmelo Saavedra Mato..... | Aurora de Yumbri |
| El Correo de Matanzas..... | 1,300 | .10 | La Pluma de Bros..... | Manuel Albuernie |
| La Nueva Aurora..... | 6,000 | .18 | Corpus H. Iraeta Leucuna..... | |
| El Republicano | 3,500 | .10 | Seles & Hnos..... | |
| SANTIAGO, 100,000 | | | | |
| El Cubano Libre..... | 2,000 | .20 | Daniel Fajardo..... | |
| La Independencia (E)..... | 3,000 | ... | Juan E. Ravelo..... | |

Note—Rates quoted are per inch column width. (E) indicates evening newspapers. (M) indicates morning newspapers.

MEXICAN NEWSPAPERS

| City, Population and Newspapers | Circulation | Advertising Rates | Publisher | Editor |
|---------------------------------|-------------|-----------------------|--|---------------------|
| AGUASCALIENTES | | | | |
| El Triunfo (D)..... | 5,000 | .35 | Rafael Carrera | Rafael Carrera |
| CHIHUAHUA CITY | | | | |
| La Voz de Chihuahua (D) | | .30 | Jose Reyes Estrada..... | Jose Reyes Estrada |
| GUADALAJARA | | | | |
| El Informador (D)..... | 12,000 | .75 | J. A. Del Castillo..... | J. A. del Castillo |
| Restauracion (D)..... | | .25 | Compania Editora Jali-science, S. A..... | |
| HERMOSILLO | | | | |
| El Sol (D)..... | 6,000 | .25 | D. J. S. Healy..... | D. J. S. Healy |
| MAZATLAN | | | | |
| El Democra Sinoalense (D) | 5,000 | .25 | Enrique Lopez | Enrique Lopez |
| MERIDA | | | | |
| Revista de Yucatan (D)..... | 17,000 | .75 | Compania Editora Yucateca, S. A..... | Carlos R. Meneandez |
| MEXICO CITY | | | | |
| El Automovil en Mexico..... | 8,000 | .60 | Gustavo Alana | Gustavo Alana |
| El Democra | 38,000 | 1.40 | Cia. Editora Latino Americano | V. Alessio Robles |
| Excelsior | 100,000 | 1.75 | Cia. Editorial Excelsior, S.A..... | Jose E. Campos |
| Excelsior Rotogravure (S) | | 3.50 (\$490 per page) | Cia. Editorial Excelsior, S.A..... | Jose E. Campos |
| Excelsior Jueves (Thurs.) | | 2.75 | Cia. Editorial Excelsior, S.A..... | Gonzalo Espinoza |
| El Heraldo de Mexico..... | 40,000 | 1.40 | Cia. Editorial El Heraldo..... | G. Herrerias |
| El Universal | 100,000 | 2.03 | Cia. Periodistica National..... | G. Gomez Ugarte |
| Revista de Revistas (W) | 30,000 | 1.05 (\$50 per page) | Compania Editorial Excelsior, S. A..... | J. Nunez Dominguez |
| MONTERREY | | | | |
| El Noticiero | | .25 | Jesus M. Rios..... | Jesus M. Rios |
| El Pervenir (D)..... | 12,000 | .40 | J. Cantu Leal..... | Federico Gomez |
| OAXACA | | | | |
| Mercurio (D) | | .38 | Mercelino E. Mucino..... | Marcelino E. Mucino |
| PUEBLA | | | | |
| La Cronica (D)..... | | .35 | D. J. Veana..... | D. J. Veana |
| SAN LUIS DE POTOSI | | | | |
| La Accion (D)..... | 6,500 | .40 | Gabriel Macias | Gabriel Macias |
| TAMPICO | | | | |
| El Mundo | 7,000 | .40 | Cia. Editorial El Mundo..... | Vicente Villasana |
| TORREON | | | | |
| La Opinion (D)..... | 10,000 | .50 | Rosendo Guerrero | Rosendo Guerrero |
| VERA CRUZ | | | | |
| El Dictamen (D)..... | 10,000 | .50 | Geo. Malpica Silva..... | Fco. Malpica Silva |

Note—Unless otherwise stated rates quoted are per inch, single column width. (D) indicates daily; (W) weekly; (S) Sunday.

DAILY NEWSPAPER SUSPENSIONS

| UNITED STATES | weekly and changed name to Johnson County News. |
|---|--|
| Arkadelphia (Ark.) Daily News (reverted to weekly). | Imperial (Cal.) Enterprise. |
| Aroostook (Me.) Daily News. | Johnstown (Pa.) Freie Presse. |
| Bend (Ore.) Daily Press. | Johnstown (Pa.) Sunday Ledger. |
| Butler (Pa.) Citizen. | Joliet (Ill.) Times. |
| Cambridge (Mass.) Home News. | Joplin (Mo.) News-Herald Sunday edition discontinued. |
| Cape Girardeau (Mo.) Morning Sun. | Klamath Falls (Ore.) Evening Record (reverted to weekly). |
| Chisholm (Minn.) Tribune-Herald—reverted to weekly. | Laredo (Tex.) News. |
| Clearwater (Fla.) Morning News. | Malden (Mass.) Daily Telegram. |
| Crowley (La.) Daily Progress. | Mt. Clemens (Mich.) Daily News. |
| Cumberland (Md.) Leader. | Mt. Vernon (N. Y.) Daily Examiner. |
| Currie (Tex.) World. | Newark, N. J.—La Tribune. |
| Eldorado (Kan.) Free Press. | Newburg (N. Y.) Daily Star. |
| Eustis (Fla.) Daily Lake Region. | New York American discontinued tabloid pictorial section of Jan. 15, 1923. |
| Flagstaff (Ariz.) Leader. | Norfolk (Neb.) Westliche Ranschau. |
| Fort Collins (Colo.) Daily News. | Ottawa (Kan.) Daily World (reverted to weekly). |
| Fort Pierce (Fla.) News-Tribune—reverted to twice a week. | Passaic (N. J.) Sunday Leader. |
| Fort Wayne (Ind.) Evening Press. | Port Huron (Mich.) Daily Press. |
| Fort Wayne (Ind.) Sunday News-Sentinel. | Red Wing (Minn.) Daily Republican discontinued Sunday edition. |
| Grand Rapids (Mich.) Daily News. | Utica (N. Y.) Morning Telegram. |
| Greenville (N. C.) News. | Wausau (Wis.) Daily Tribune. |
| Hackensack (N. J.) Bergen Evening News (suspended). | Winona (Minn.) Morning Leader. |
| Illon (N. Y.) Citizen. | Winter Park (Fla.) Post. |
| Iowa City (Ia.) Daily Republican reverted to | Worcester (Mass.) Sunday Times. |

The
NORWALK HOUR
NORWALK, CONN.

Population 30,000

Read by Everybody in town and in the suburbs.

The Hour is the newspaper that won the five-cent trolley fare for the city.

Liveliest small town newspaper in Connecticut

National Representative

GEORGE B. DAVID CO.

171 Madison Ave. New York

U-T-I-C-A

THE HEART OF THE EMPIRE STATE

Is an Ideal Market

The Utica Daily Press

Covers the trading territory of Utica and Central New York more thoroughly, more intensively and more consistently than any other newspaper. It carried much more local and national advertising during 1922 than any other newspaper in its field.

Foreign Advertising Representatives

VERREE & CONKLIN

300 Madison Avenue, New York
Free Press Building, Detroit, Mich.
Steger Building, Chicago, Illinois
Monadnock Bldg., San Francisco

“EL MUNDO”

HAVANA - - - CUBA

Member Associated Press

Cuba's most popular morning newspaper—Daily and Sunday—
Printed in the Spanish language.

Leads all competitors in circulation and volume of advertising
reaching every section of the Island

Recognized by the Cuban people and Spanish speaking foreign residents
as the leading Latin-American newspaper

ADVERTISE IN “EL MUNDO”

“THE HAVANA POST”

Member Associated Press

Is the only Havana morning newspaper published in English

Serving over 150,000 English speaking residents
Reaching the length and breadth of the Island

Best medium for American advertisers to reach English speaking residents

THE HAVANA POST

Zulueta 28

HAVANA

CUBA

“LA PRENSA”

(Evening)

The Picture Paper of Cuba

Full Associated Press, International and Universal News Services

—European Cables—
Special features—sports—comic and fiction pages

*Its own leased wire
New York to Havana*

LA PRENSA

Blanco 42

HAVANA

CUBA

“HAVANA TELEGRAM”

(Evening)

Published in English for English Speaking Residents

Full Associated Press Service

For information regarding business prospects in Cuba write the management of the

HAVANA TELEGRAM

Aguila 65

HAVANA

CUBA

For advertising rates apply direct to each newspaper

RATES AND PERSONNEL OF LEADING JAPANESE DAILY NEWSPAPERS

| City | Newspaper | Total lines Advertising, 1921 | Publisher | Editor | Managing Directors | Number Pages per Issue | Columns per page | Lines per col. | Advertising rate per line per insertion | | Subscription rate per month | |
|---------------------------|----------------------------------|-------------------------------|---------------|--------------|--------------------|------------------------|------------------|----------------|---|---------------|-----------------------------|------|
| | | | | | | | | | Front page | Ordinary page | | |
| Tokyo | Asahi Shimbun (1) | 2,649,719 | R. Murayama | M. Ando | R. Murayama | 8-a. m. ed. | 12 | 132 | Y 1.20 | Y 1.10 | Y 1.10 | |
| | Jiji Shimpō (1) | 2,618,406 | S. Fukuzawa | M. Ishikawa | M. Yamamoto | 8-a. m. ed. | 12 | 134 | 1.45 | 1.25 | 1.20 | |
| | Nichi Nichi (2) | 2,488,474 | H. Motoyama | K. Tsuchida | T. Takagi | 10-a. m. ed. | 12 | 137 | 1.20 | 1.10 | 0.85 | |
| | Hochi Shimbun (1) | 2,440,289 | C. Machida | C. Takata | M. Ota | 8-a. m. ed. | 12 | 138 | 1.50 | 1.25 | 1.00 | |
| | Kokumin Shimbun (1) | 2,129,857 | I. Tokutomi | T. Baba | Z. Yamakawa | 8-a. m. ed. | 12 | 138 | 1.35 | 1.15 | 1.00 | |
| | Yorodzu Choho (1) | 2,081,681 | T. Yamada | T. Shiba | H. Yamamoto | 4-p. m. ed. | 12 | 140 | 1.20 | 1.10 | 1.00 | |
| | Chuo Shimbun (1) | 1,751,766 | M. Kimura | T. Nakajima | M. Kimura | 4-a. m. ed. | 12 | 133 | 1.10 | 1.10 | 0.75 | |
| | Chugai Shogyo (2) | 1,587,048 | K. Yanada | K. Yanada | S. Sato | 8-a. m. ed. | 12 | 135 | 1.30 | 1.10 | 0.95 | |
| | Miyako Shimbun (2) | 1,529,296 | E. Fukada | N. Yamamoto | N. Nagata | 12-a. m. ed. | 12 | 120 | 1.30 | 1.10 | 1.20 | |
| | Yamato Shimbun (1) | 1,510,253 | Y. Matsushita | Z. Tamura | U. Zoga | 4-a. m. ed. | 12 | 120 | 1.40 | 1.25 | 0.95 | |
| Osaka | Yomiuri Shimbun (2) | 1,408,519 | C. Matsuyama | T. Miyabe | K. Nishizawa | 4-p. m. ed. | 12 | 135 | 1.25 | 1.25 | 0.90 | |
| | Maiyu Shimbun (3) | 780,649 | M. Kimura | I. Tokumitsu | I. Sekiguchi | 6-p. m. ed. | 12 | 132 | 1.25 | 1.25 | 0.60 | |
| | Mainichi Shimbun (3) | 764,352 | I. Fujita | I. Fujita | S. Yamaguchi | 4-p. m. ed. | 12 | 132 | 1.35 | 1.25 | 0.55 | |
| | Niroku Shimpō (3) | 747,478 | K. Akita | C. Nozawa | S. Yano | 4-p. m. ed. | 12 | 128 | 1.00 | 0.90 | 0.47 | |
| | Osaka Asahi (1) | 4,366,133 | R. Murayama | M. Takahara | S. Uyeno | 8-a. m. ed. | 12 | 142 | 1.90 | 1.60 | 1.20 | |
| | Osaka Mainichi (1) | 4,250,058 | H. Motoyama | S. Takaishi | T. Takagi | 8-a. m. ed. | 12 | 137 | 1.70 | 1.40 | 1.20 | |
| | Osaka Jiji Shimpō (1) | 1,943,007 | S. Fukuzawa | Y. Uyesugi | K. Tsuchida | 4-p. m. ed. | 12 | 130 | 1.05 | 0.95 | 1.20 | |
| | Osaka Shimpō (1) | 947,935 | T. Murano | R. Shibukawa | S. Boshi | 4-a. m. ed. | 12 | 120 | 1.30 | 1.10 | 0.80 | |
| | Kyoto | Hinode Shimbun (2) | 1,402,353 | B. Kogawa | K. Miyano | Z. Osawa | 8-a. m. ed. | 12 | 131 | 0.85 | 0.85 | 0.90 |
| | Yokohama | Yokohama Maicho Shimbun (2) | 1,548,048 | M. Makiuchi | G. Modeki | S. Katayama | 8-a. m. ed. | 12 | 130 | 1.05 | 0.90 | 0.90 |
| Yokohama Boeki Shimpō (2) | | 1,128,616 | I. Miyake | T. Miyaki | S. Iwata | 6-a. m. ed. | 12 | 132 | 0.90 | 0.75 | 0.80 | |
| Nagoya | Shin Aichi Shimbun (2) | 2,285,971 | U. Oshima | M. Kiryu | K. Oshima | 8-a. m. ed. | 12 | 135 | 1.00 | 0.90 | 0.85 | |
| | Nagoya Shimbun (2) | 2,163,144 | S. Koyama | S. Yoramatsu | S. Koyama | 10-a. m. ed. | 12 | 130 | 1.00 | 0.90 | 0.80 | |
| Kobe | Aichi Shimbun (3) | 762,181 | J. Tsuzuki | K. Monta | J. Tsuzuki | 4-p. m. ed. | 12 | 130 | 1.40 | 0.80 | 0.50 | |
| | Nagoya Mainichi Shimbun (2) | 729,049 | S. Yoshihiro | O. Takeichi | S. Yoshihiro | 6-a. m. ed. | 12 | 130 | 1.50 | 0.90 | 0.60 | |
| Hiroshima | Kobe Shimbun (2) | 1,943,007 | Y. Hamada | N. Shindo | N. Shindo | 8-a. m. ed. | 12 | 136 | 1.10 | 1.10 | 0.80 | |
| | Yushin Nippo (2) | 1,755,902 | H. Watanabe | K. Sato | H. Watanabe | 8-a. m. ed. | 12 | 135 | 1.30 | 1.20 | 0.80 | |
| Fukuoka | Hiroshima Chugoku Shimbun (2) | 1,936,362 | S. Yamamoto | K. Nakamachi | S. Yamamoto | 8-a. m. ed. | 12 | 135 | 1.70 | 0.85 | 0.80 | |
| | Keibi Nichi Nichi Shimbun (2) | 1,751,819 | S. Hayami | H. Nishikawa | S. Mayami | 8-a. m. ed. | 12 | 133 | 1.50 | 0.80 | 0.90 | |
| Sendai | Fukuoka Nichi Nichi Shimbun (1) | 2,532,062 | K. Shono | T. Inomata | K. Shono | 8-a. m. ed. | 12 | 132 | ... | 0.70 | 1.05 | |
| | Kyushu Nippo (1) | 1,956,924 | Y. Ohara | S. Shinozaki | Y. Ohara | 4-p. m. ed. | 12 | 135 | 1.70 | 0.70 | 0.95 | |
| Otaru | Kawakita Shimpō (2) | 1,554,764 | K. Ichiriki | A. Fujiwara | K. Ichiriki | 4-p. m. ed. | 12 | 132 | 0.80 | 0.70 | 0.90 | |
| | Otaru Shimbun (2) | 2,777,180 | K. Uyeda | F. Hirano | K. Uyeda | 8-a. m. ed. | 12 | 135 | 1.20 | 1.00 | 1.00 | |
| Nagasaki | Hokumon Nippo (3) | 869,260 | K. Okada | N. Yamauchi | N. Yamauchi | 4-p. m. ed. | 12 | 127 | ... | 0.75 | 0.60 | |
| | Nagasaki Nichi Nichi Shimbun (2) | 1,430,461 | Y. Norimoto | H. Mori | Y. Norimoto | 8-a. m. ed. | 12 | 135 | ... | 0.70 | 0.90 | |

LINE ADVERTISING RATES OF PARIS DAILY NEWSPAPERS

Rates per line (advertising measured by the line in France), according to position.

| | From Francs | To Francs |
|------------------|-------------|-----------|
| Petit Parisien | 25 | 60 |
| Le Matin | 25 | 60 |
| Le Journal | 25 | 60 |
| Le Petit Journal | 25 | 50 |
| Echo de Paris | 20 | 50 |

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An exclusive, personal weekly column of information and comment about New York City for Eastern newspapers.

Contains not one line of publicity or advertising.

Supplies a restricted number of daily and weekly papers with the sort of column feature which has been a valuable development in the large metropolitan journals.

Three months old and subscribers in seven states.

Large territories made absolutely exclusive for subscribers.

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POWERS PHOTO ENGRAVING COMPANY

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POWERS COLORITYPE COMPANY

229 W. 28th St., New York City. Watkins 7200

POWERS REPRODUCTION CORPORATION

205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY

Broadway and 50th St., New York City. Circle 1300

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We specialize in bringing together buyers and sellers of weekly and small town daily plants.

Central States Printing Plant Brokers

B. L. Isaacs, Manager
540 Leader Building,
Cleveland, Ohio

No Boll Weevil Menace Here

The boll weevil has now practically covered the cotton belt of the South, but there is no boll weevil menace in the Albemarle region of North Carolina. Let us send you booklet telling why Elizabeth City, N. C., is one of the few agricultural towns in the South with a consumer's market that is active twelve months in the year and why Albemarle farmers see no menace in the approach of the boll weevil.

THE DAILY ADVANCE

Elizabeth City's
Associated Press Newspaper

REMEMBER

No campaign in Tuscarawas county, Ohio, is complete unless you use

The Dover Reporter

There are 1614 water connections in Dover, 1753 electric light, while 2106 copies of The Reporter are distributed in Dover daily.

The circulation of The Reporter in Dover and its immediate territory is larger than that of all other papers—big city and neighboring town—combined.

That's Concentration—
Concentration Counts

YORK, PA.

POPULATION 60,000. An ideal manufacturing city of ideal homes and labor conditions.

"You'd Like to Live in York"

The York Dispatch

YORK'S ONLY EVENING PAPER

IN THE COURTS

CONTEMPT CASES

Case of Right of Newspaper Worker to Withdraw Sources of Information from Court, before U. S. Supreme Court.—The progress toward a decision by the United States Supreme Court on whether or not a newspaper reporter or editor has the right to refuse to abide by a court order to divulge the source of published information—in the appeal of Hector Elwell, managing editor of the Milwaukee Wisconsin News, from a decision rendered against him almost three years ago by the Federal Court in Chicago—was watched with much interest in the newspaper world. The case was not reached, however, but it probably will be in 1923. Briefly, the facts of the case are these:

As city editor of the Chicago American, Elwell caused to be published an expose of a certain drug matter, which constituted a good beat. He was called before the grand jury, which happened to sit the day the story was published. Upon questioning Elwell refused to divulge the source of his information. He took the ground that he was honor bound to protect the source of such information in the newspaper world. The case was not reached, however, but it probably will be in 1923. Briefly, the facts of the case are these:

On the first appeal Elwell's attorneys attacked the jurisdiction of the grand jury. The court of appeals held against him and the Supreme Court refused to review the decision. A writ was issued but this move was circumvented by securing a writ of habeas corpus. Judge Fitzhenry, of Bloomington, heard the contention that Elwell was ready to answer but the grand jury had since died and that therefore Elwell was placed in the position of being physically unable to perform what the court ordered. Judge Fitzhenry held against Elwell. The Supreme Court will decide this question. Elwell has not yet announced his sentence, although the fine has been paid.

Fined for Refusing to Give Idaho Court Information.—K. E. Torrance, editor of the American Falls (Ida.) Press, was fined \$10 for contempt of court when he refused to divulge the name of his informant in a "bootlegging" story. The paper had stated that an interview regarding Prohibition had been obtained with the most prominent bootlegger of the city and gave an intimate description of where and how the liquor was being manufactured.

Sentence of Jail and Fine for Criticism of Court.—Because he openly declared his "disgust" over decisions rendered by District Judge James C. Hume, of Des Moines, which he charged were "filled with puerile personalities" and "presented a strained effort at humor and sensationalism wholly unbecoming a judge," Austin Haines, then editor of the Des Moines (Ia.) News, Scripps-McRae League newspaper, was sentenced, September 30, to serve one day in jail and pay a fine of one dollar. The sentence was imposed by Judge Hume, whose decision Haines attacked. The case grew out of some comments Haines is said to have made in the News on June 27. It is said that Haines "accused the judge of conduct unworthy of a judicial officer through the nature of his decrees, which, the editor charged, were attempts at sensationalism." Haines was then summoned by Judge Hume to appear before him on a charge of contempt of court. In making the decision at the time of the sentence of Haines, Judge Hume quoted the statutes on contempt as follows: "Contemptuous or insolent behavior toward such court when engaged in the discharge of a judicial duty which may tend to impair the respect due to its authority." Judge Hume said, during the contempt proceedings, that "the defendant chatters glibly about freedom of speech and the liberty of the press, guaranteed by the Constitution. He is unable, apparently, or unwilling, to distinguish between liberty and license. There are limits, even in America, beyond which newspaper editors cannot go. As the court regards it, the defendant in the article complained of has exceeded these limits. . . . In the court's judgment, the defendant is guilty of contempt." The Contempt of Court case against Haines is still pending in the Supreme Court, following the conviction in District Court. The case was immediately appealed, and is now before the Supreme Court. It will probably be several months before a decision with regard to it is made.

Divulging Secret Grand Jury Proceedings.—Judge J. Jerome Hahn, in the Superior Court at Providence, R. I., December 18, stated that in the future any newspaper reporter who wrote and turned over for immediate publication to his paper a story of a secret grand jury indictment before the defendant had been brought into court to plead to the indictment would be subjected to contempt proceedings and penalty would not be a fine. This came up when Jean Sabate, a reporter on the staff of the Providence News, was brought before Judge Hahn for a reprimand for allowing stories to be published in the News before, according to Judge Hahn, they should have been released for publication. Judge Hahn's ruling in effect is: "On a secret indictment there should be no publicity until the defendant appears to answer and even then only such publicity as may be properly given it. For instance, if there were three defendants and only one of them appeared to plead, it would not be proper to mention the other two. It is essential that the work of the grand jury be kept secret at all times until the authorities are ready to make it public."

Forecasting Court Proceedings Forbidden.—Right of a Federal judge to censor reports of proceedings in his court as prepared by reporters for the daily newspapers, was invoked by Judge J. C. Hutcheson of Houston, in July, in the

trial of S. E. J. Cox on charges of using the mails in a scheme to defraud. Unexpectedly excusing the jury, but holding every other person in the courtroom, Judge Hutcheson addressed the newspaper men from the bench. He severely arraigned the reporters and newspapers of the city for the reports that had been published covering the progress of the trial, and threatened the reporters and editors with grand jury action if they did not desist in the writing and publishing of such reports. "This is no mock trial," Judge Hutcheson declared. "I shall take grand jury action against reporters and publishers for writing and publishing stories predicting who is going to appear as witnesses and what is going to be done in this trial. Such thing is absolutely prohibited from this time forward."

LIBEL CASES

Mistaken Identity Is Libelous.—Per se a decision containing elements of unusual interest and importance on newspapers' liability libel laws was handed down in April by the Supreme Court of the State of Colorado. The defendant in the case was the Denver Express Publishing Company. The ruling reversed in part and affirmed in part the judgment of Judge Julian H. Moore of the District Court in Denver. The Supreme Court opinion was given by Justice Denison, Chief Justice Scott not participating. The plaintiff, Ellen Switzer, in error brought suit for libel against Caroline M. Anthony and the Denver Express. The complaint alleged that the defendants conspired to publish the following:

"INSULT THE FLAG, WOMAN SAYS, SO SHE'LL AVENGE IT."

"Mrs. Ellen Switzer, 2936 W. 3rd avenue (meaning the plaintiff herein), called the American flag a dirty rag, according to Mrs. Caroline M. Anthony, a neighbor. Mrs. Anthony's forebears were pioneer American settlers and she immediately protested against the insult to the flag. Then she claims Duncan McPhail, an attorney, got into the argument and sided with Mrs. Switzer (meaning the plaintiff herein). So Mrs. Anthony, Wednesday, asked the district attorney's office to have the two deported as undesirable aliens. She referred to the commissioner of immigration. 'If he doesn't deport them I'll take the matter into my own hands and avenge the flag,' said Mrs. Anthony."

On trial after the evidence on both sides the court directed verdicts for the defendants. The material facts, as follows, were undisputed:

Mrs. Anthony complained to the deputy district attorney of some misconduct of the plaintiff, Mrs. Switzer, and at the same time said that another woman had referred to the American flag as a "dirty rag." A reporter, in writing the story for the Express, by mistake put Mrs. Switzer in the other woman's place. Neither he nor anybody in connection with the newspaper knew the plaintiff or anything about her, or had any wish to defame her. Mrs. Anthony was shown to have had nothing to do with the libel and was properly discharged.

The Supreme Court's overruling opinion, and reasons therefor, follows:

"We are forced to the conclusion that the direction of the verdict for the defendant, the Express Publishing Company, was erroneous. The court stated the following reasons for its action:

- "1, that no conspiracy had been shown as alleged in the complaint";
- "2, that the article referred to one Ellen Switzer and was in no way connected with Ellen Switzer";
- "3, that no malice or want of good faith had been shown";
- "4, that the plaintiff was not the person libeled";
- "5, that the complaint did not state facts sufficient to constitute a cause for action";
- "6, that the statute defined libel as malicious defamation";
- "7, that the matter is one of qualified privilege.

"Counsel for the defendant in error adds to this that no damage was shown.

"As to the first ground: The allegations are that the defendant, Anthony, 'did not convey and deliver' to the defendant corporation the libelous matter and that said defendants did contrive and conspire together and did print, publish and circulate of and concerning plaintiff the matter above set forth.

"The gravamen of this charge is, of course, the publication and the allegation that the defendants did or did not conspire to affect the sufficiency of the complaint and the failure to prove it does not constitute a variance, therefore, the first reason given by the court was unsound. Under the old practice the rule might have been otherwise but under our new code one can see no reason for declaring a variance when the real gravamen has been proved. Code 1908, section 84.

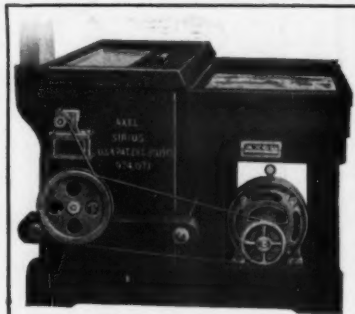
"As to the second point—that the article referred to Ellen Switzer and not Ellen Switzer—the court might have added that it described as residing at 2936 W. 3rd avenue, when in fact she resided at 2905 W. 2nd avenue. What the evidence was that there was no such person known as Ellen Switzer, and one witness testified that while she knew the plaintiff and that the proper spelling of her name was Ellen Switzer, she (the witness) pronounced it 'Switzer.' The plaintiff herself testified that because of the odium of the charge she was subjected to insult. These things tended to show and would justify the jury in finding that there was an accurate enough description

(Continued on page 230)

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MOST SIMPLY CONSTRUCTED
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NEO GRAVURE PRINTING CO.

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ROTOGRAVURE INSERTS

LEADING NEWSPAPERS MAGAZINES & CATALOGUE HOUSES

There must be a reason

NEO GRAVURE PRINTING CO.
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In New Orleans it's

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The 1923 EDITION of the
**AMERICAN NEWSPAPER
ANNUAL & DIRECTORY**
IS READY FOR DELIVERY

The present volume contains all the old features and some new ones. There are 97 specially engraved Maps and 342 lists of different classes of publications. Gazetteer information has been recently revised. Populations are from the recent Census.

The price is \$15.00, carriage paid in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year Supplement free of charge.

Address the publishers.

N. W. AYER & SON

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IN THE COURTS—(Continued from page 228)

**A New Series of
WANG FOO
STORIES**

by
Sidney C. Partridge

First Publication
Released weekly beginning
February 4

Thirteen Full-Page Illustrated
Stories

**The McClure Newspaper
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373 Fourth Avenue, New York City

(By Science Service)

Means:

**INTERESTING
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES**

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**THE DAILY SCIENCE
NEWS BULLETIN**

Write or wire for territory and rates.

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**THE
KNICKERBOCKER PRESS**
(Morning and Sunday)

and
ALBANY EVENING NEWS

COVERS

ONE BIG MARKET

Albany, Troy, Schenectady

AND

The Capitol District

NATIONAL REPRESENTATIVE

John M. Branham Co.

**THE
NEW ORLEANS STATES**

In two years has increased

Daily over 17,000

Sunday over 41,000

Present averages are

Daily over 54,000

Sunday over 77,000

Rate 12c flat Daily

15c flat Sunday

Advertising gain for 1922
1,025,432—Greatest in the South

Represented by

**THE S. C. BECKWITH
SPECIAL AGENCY**

NEW YORK

JOHN M. BRANHAM CO.
CHICAGO

in the alleged libel to identify the plaintiff and that it did identify her and therefore it was for the jury to say whether the defamatory matter was spoken of and concerning the plaintiff, because it was for them to determine what the article meant. *Republican Publishing Company vs. Miner* 12 Colo., 77, 88.

"In this connection it should be remembered that the fact that neither the reporter nor anybody else connected with the newspaper knew the plaintiff, is immaterial to the right to recover. It is not necessary that they should have known her and have intended to defame her. Upon this point we cannot agree with the case of *Hanson vs. the Globe Newspaper Company*, 159 Mass., 293, 20 I. R. A. 856 or with the counsel's interpretation of *Butler vs. the News-Letter Company*, 104 Virginia, P. 51 S. E. 213. The dissenting opinion in *Hanson vs. the Globe* in our judgment, states the correct law. Intent is immaterial except as a part of express malice.

"The third point—that the plaintiff had shown no malice or want of good faith—is annulled by *Meeker vs. the Post*, 55 Colorado, 335, 359. Lack of malice alone does not constitute a defense. The true rule, as we understand it, is that express malice may be proved under our statute concerning actionable per se malice sufficient to sustain a judgment in *presumed R. M. News vs. Fridborn*, 46 Colorado, 440, 443, 2, 7. In this connection see *Republican Publishing Company vs. Mosman*, 15 Colo., 339. Same vs. *Miner*, supra.

"The fourth reason—that the plaintiff was not the person libelled—is, in substance, the same as the second.

"In the fifth ground, that the complaint does not state facts sufficient to constitute a cause of action, we cannot agree with the court below. The complaint alleges with proper innuendoes, that the article was published of and concerning the plaintiff, code 1908, section 74, and if the article be considered a statement that the plaintiff called the American flag a dirty rag, it is, we think, libelous per se, because if believed, it was certain to bring upon the plaintiff the contempt and hatred of the community in which she lives, especially in times of patriotic excitement such as prevailed in the fall of 1918, when this publication was made. It is true that the article does not say that Mrs. Switzer did so refer to the flag, but only that Mrs. Anthony had accused her thereof; but it is the same as if the charge had been directly made. *Meeker vs. the Post Publishing Company*, 55 Colorado, 355, 7, 8; *The Republican Publishing Company vs. Miner*, 3 Colorado, APP. 568; *Morse vs. Times-Republican Publishing Company*, 124 Iowa, 707, 100 N. W., 867; *Bishop vs. Journal Newspaper Company*, 368, Mass., 327, 47, M. E. 110. See also the authorities cited in 55 Colorado, 358.

"The sixth point, in substance, is the same as the third.

"The seventh reason—that the matter is one of qualified privilege—cannot be sustained. The publication of a legal proceeding is qualifiedly privileged, but not until it has gone into court and thereby become public. *Meeker vs. Post Supra*. See also *Parsons vs. Age-Herald Publishing Company*, 181 Alabama, 439, 61, 90, 346. Moreover, the qualified privilege permits only the publication of a truthful statement of the matter as it took place in the court. The defendant cannot claim a qualified privilege to say that one has been accused in a legal proceeding when he has not, so even if statements to the district attorney were qualifiedly privileged the publication of the accusation made of another as having been made of the plaintiff would not be drawn within the privileges.

"The fact that no damage was proved, the case being one of libel per se, is immaterial. *Republican Publishing Company vs. Miner* 12 Colo., 86

"The judgment is affirmed as to the defendants, Anthony. As to the defendant, the Denver Express Publishing Company, it is reversed and remanded."

Business Manager Not Responsible.—That a business or circulation manager with no editorial duties is not criminally liable for articles printed in the newspaper in violation of the Minnesota criminal syndication act of 1917, unless he circulates the paper knowing its contents, was the opinion of the Supreme Court in the criminal action against the managing editor and business manager of a newspaper published by the Workers Socialist Publishing Company, of Duluth, Minn. The court held that the verdict of guilty returned against the managing editor of the paper, Tobias Kekkonen, but held that the business manager, A. A. Toivonen, was not guilty and so reversed the jury and the court in that respect. The Supreme Court held further that the managing editor of a newspaper is "criminally liable and responsible for an unlawful publication made in its paper unless the unlawful publication is made under such circumstances as to negate any presumption of privity or coinnance or want of ordinary caution on his part to prevent. It is not a defense to merely show that the editor was not aware of the publication. Under this rule the editor was liable criminally in this case."

Candidates for Public Office Make Character and Fitness an Issue.—Decision of not guilty of criminal libel was handed down, October 12, by Judge John H. Burke of Boston Municipal Court in suit brought by John Jackson Walsh against Frederick W. Enwright, publisher of the Boston Telegram. The suit grew out of statements made by the Telegram during the political campaign in which the plaintiff sought the Democratic nomination. Judge Burke said: "Every candidate for public office puts his character and fitness as an issue, and a candidate who invites an attack in a particular direction can hardly complain if his opponents accept the challenge. Counsel for complainant argues that decent men will be driven from

politics. It may be hard to find impeccable men—may, it will be hard—but that cannot change the status of the law as it is. The voters are entitled to know the character of men seeking their votes and it is for them to say how far a proven past offense will be condoned. Defendant discharged."

Liability for Slacker List Errors.—The right of a person whose name has been wrongfully included in a slacker list to sue the newspaper publishing the list for damages was upheld by the Appellate Division of the New York Supreme Court on January 13 in a case brought against the *New York World* by one Charles J. Hyman. The decision reversed the lower court. The new ruling holds that:

"Whatever may be the immunity of the War Department for the publication of the list, and as to this we express no opinion, certainly that immunity did not extend to a newspaper that published it, even though actuated by a sense of duty and for the general good of the State. The privilege, if any, is a qualified and not an absolute one. If any justification exists for the publication, it must be found in facts, which do not appear from the complaint, and which must be asserted as a defense in an answer."

The Hyman suit was the first to be heard of many cases filed in New York and in other states against newspapers which published the War Department slacker lists, and was regarded as a test. Many other claims had been held awaiting its outcome.

Beyond Border of Fairness.—B. F. Looney, former attorney general of Texas, won a long-standing libel suit in Texas Supreme Court in December against A. H. Belo & Co., publishers of the *Dallas-Galveston News*, when the court upheld a trial court verdict, rendered in 1916, in his favor on account of two editorials and two news articles published in these papers in the early part of 1913. The case, famous in Texas libel proceedings, reached the Supreme Court on the dissenting, minority opinion of the Texas Court of Civil Appeals, and the minority decision was upheld, along with the trial verdict. The judgment will be made later by the civil appeals court. The editorials and news articles went beyond the border of "fair comment and criticism of the acts of a public official" and reached the bounds of defamation, under the Texas law, it was held. The opinion was handed down by a special court, two justices disqualifying themselves. It was written by C. L. McCartney, of Brownwood, Tex.

Gets Verdict on Belief That Information Published Was True.—In accordance with instructions from the trial judge, a jury hearing a libel suit brought against the *Fresno (Cal.) Morning Republican* in May, brought in a verdict in favor of the defendant. The suit was filed over a year ago by Herbert F. Briggs, police court judge, who was charged in an editorial with being lax in his imposition of fines against liquor law violators. A suit for \$150,000 damages was filed charging that the official had been libeled. The court held the verdict for the defendant was returnable if the jury felt that the editor believed the information given him by his investigators was true.

Attorney Would Stop Defendant Paper from Publishing News of Trial of Libel Action Against It.—When the first day of the trial of Mayor Thompson's suit for \$500,000 against the *Chicago Daily Tribune* opened in Chicago, counsel for the mayor questioned the right of the newspaper to print daily the news of the proceedings and then permit the jurors to read the *Tribune*. The trial judge gave no ruling on the matter.

Plaintiff Loses War-Time Case.—The libel case of Dr. K. Von Schoech against the *El Paso (Tex.) Herald* was disposed of by the Texas Supreme Court April 20, following appeals from district court and court of civil appeals by the plaintiff. In each of these he was denied recourse. It was held that Dr. Von Schoech had not been libeled by statements published in the *El Paso Herald* purporting to quote statements that Dr. Von Schoech had registered as a German subject.

Couldn't Prove Published Charge Was False; Loses Case.—By a voluntary non-suit, entered in April in the District Court of Shreveport in the action of Huey P. Long vs. *Journal Publishing Company* the suit against the *Shreveport Journal* was dismissed at the instance of the complainant, a member of the Louisiana State Public Service Commission, who had asked for \$25,000 damages, claiming that an editorial published on October 5, 1921, was libelous and caused him humiliation. Prior to the motion for non-suit, District Judge J. H. Stephens, of Caddo parish, had held that only in the event the plaintiff could prove that he had not been prosecuted in an action referred to by the editorial, he would have a case.

Falls in Attempt to Collect Damages on Extracts from Article.—A \$25,000 libel suit filed by Robert W. Findley, lumberman, against the *Knoxville News* was ordered stricken from the docket by Judge Huffnaker of the Circuit Court at Knoxville, Tenn., in May, upon demurrer filed by the defense. The *News* in its demurrer set forth that Mr. Findley's suit falsely alleged that the newspaper had accused him of committing a felony, in an article published January 27 relating to Mr. Findley's speeding in his automobile. The *News* pointed out that speeding was not a felony, but a misdemeanor. It stated that reference to "fixing up the case in a squire's court" did not refer to Findley, but to another person and that the words did not imply bribery of officials. The *News* further set forth that the plaintiff exacted only such words from its article as seemed prejudicial to Findley, but did not quote the full article, which would have given its true purport. (Continued on page 232)

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising 1,639,936
National Advertising 25,003
Classified Advertising 63,514

Total Advertising 1,728,453

Lineage Figures by
De Lasser Brothers.

DAILY NEWS
Passaic, New Jersey

**Million
Dollar
Hearst
Features**

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

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Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG., 14th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation \$12,500.00
64-page multi-color, 22 in. cut off, erected \$17,500.00
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Get our List No. 27—16 pages.

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A newspaper of character,
integrity and enter-
prise which has earned
the confidence of the peo-
ple of the world's greatest
industrial district.

DAILY and SUNDAY

We can increase your business—
you want it increased.

You have thought of press clippings
yourself. But let us tell you how press
clippings can be made a business-build-
er for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

IN 1922—

**Local Merchants Showed a Decided Preference
for the Two Principal St. Louis
Evening Newspapers**

DURING the past year local merchants placed a total of 20,321,400 lines of display advertising in the four St. Louis daily newspapers. Over 95% more was placed in the two important evening papers than in the morning and other evening paper. Daily figures follow:

| | |
|-----------------------------------|------------------------------|
| | <small>(Agate Lines)</small> |
| THE ST. LOUIS STAR | 5,421,444 |
| Post-Dispatch | 8,024,625 |
| <small>(EVENING PAPER)</small> | |
| Globe-Democrat | 3,909,666 |
| <small>(MORNING PAPER)</small> | |
| The Times | 2,966,385 |
| <small>(EVENING PAPER)</small> | |

These figures should interest the National Advertiser. His objective and that of the local advertiser basically are identical. Complete coverage in the zone of distribution at minimum cost, elimination of duplicated circulation and a high return per dollar invested in space are "must" requisites in each case.

The local advertiser has found that the solution to his problem lies in concentrating the bulk of his appropriation in the two principal evening papers—the most conclusive reason why National Advertisers should include,

Necessarily on the List—

THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis Los Angeles San Francisco

A Slogan Growing Steadily in Favor Daily and Sunday—

don't say "Paper"
—say "STAR"

Trade Mark Registered

IN THE COURTS—(Continued from page 230)

Used Newspaper Presses For Sale

- GOSS** Straight-line Sextuple with double folder. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.
- GOSS** High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.
- GOSS** Straight-line sextuple with double folder. Page length 22 3/4 inches. Now printing the Manchester, N. H., Union-Leader.
- GOSS** Four-Deck Single-width Straight-line Quadruple, with single folder. Page length 22 3/4 inches. Now printing the Lincoln, Neb., Star.
- GOSS** Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21.60 inches. Now printing the Kansas City, Mo., Post.
- GOSS** 16-page Press. Page length 22 inches. Now printing the Woonsocket, Rhode Island, Evening Call.
- GOSS** Three-Deck Sextuple. Page length 21 1/2 inches. Formerly printed the Boston, Mass., Journal.
- GOSS** Comet 8-page Flat Bed Press. Now Printing the Alton, Ill., Daily Times.
- Four **SCOTT** 32-page Presses. Now printing the Kansas City, Mo., Journal-Post.
- Two **DUPLEX** sextuple Presses. Now printing the New York Tribune.
- DUPLEX** 8-page Double Drive Angle Bar Flat Bed Press now printing the Carbondale, Pa., Leader.
- Also several excellent presses of our own make.

For Particulars apply to

R. HOE & CO.,

504-520 Grand Street
New York, N. Y.

7 Water St., 87 Tribune Bldg.,
Boston, Mass. Chicago, Ill.

Huber's ROTOGRAVURE INKS

Are now made in our new Rotogravure factory. A better ink at the same price.

HUBER'S Colors in use since 1780

J. M. Huber

Main Office
65 W. HOUSTON ST., NEW YORK

It Pays to Huberize



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROKAW BLDG.-42nd and BROADWAY
NEW YORK

New Statements Untrue, But Intended to Retract Them—"Guilty."—Edwin R. Cornish, editor of the Bay City (Mich.) Workers' Voice, was found guilty, in Federal Court at Bay City, October 19, of contempt of court in having published slanderous and inflammatory articles in his paper regarding Judge Tuttle's issuance of an injunction against the striking shopmen of the Pere Marquette Railway. Mr. Cornish admitted that he knew the statements made in his paper were untrue, but he had not retracted them because he thought the "time was not ripe."

A 24-Cent Verdict Against Newspaper.—Former Mayor Glen Toole of Macon, Ga., was awarded a verdict for 12 cents in July in his suit for \$50,000 against the Macon Telegraph. The action was based on publication of an account of an automobile accident in which it was stated the former mayor figured. It was shown that Mr. Toole was in no way connected with the accident. The verdict carried with it liability to the Telegraph of 24 cents, the code providing that in libel suits the costs adjudged against the defendant shall not exceed the amount of damages awarded.

Truth of Publication Plea Upheld.—A verdict for the Pulitzer Publishing Company, publisher of the Post-Dispatch, in a suit for \$100,000 damages for libel brought against it by Atroy S. Phillips, former State Senator of Missouri, was unanimously affirmed in February by the State Supreme Court at Jefferson City. The basis of the suit brought July, 1919, was a letter addressed to the editor of the Post-Dispatch in a controversy then in progress over an effort to refer a workmen's compensation act adopted by the 1919 act of the Legislature. The Post-Dispatch pleaded the truth of its publication as a defense, which was upheld.

AFFECTING ADVERTISING

U. S. Supreme Court Decides Twice Against Price-Fixing.—Another attempt to legalize the fixing of resale prices by manufacturers failed January 3, when the U. S. Supreme Court upheld by a vote of five to four the Federal Trade Commission's authority to order the Beechnut Packing Company to cease and desist from trying to effect its so-called Beechnut policy by co-operative methods in which the company and its distributors, customers and agents undertake to prevent others from obtaining its products at less than the price designated:

"1. By the practice of reporting the names of dealers who do not observe such resale prices.

"2. By causing dealers to be enrolled upon the list of undesirable purchasers who are not to be supplied with the products of the company unless and until they have given satisfactory evidence of their purpose to maintain such designated prices in the future.

"3. By employing salesmen or agents to assist in such plan by reporting dealers who do not observe such resale prices, and giving orders of purchase only to such jobbers and wholesalers as sell at the suggested prices and refusing to give such orders to dealers who sell at less than such prices, or who sell to others who sell at less than such prices.

"4. By utilizing numbers and symbols marked upon cases containing their products, with a view to ascertaining the names of the dealers who sell the company's products at less than the suggested prices, or who sell to others who sell at less than such prices, in order to prevent such dealers from obtaining the products of the company.

"5. By utilizing any other equivalent co-operative means of accomplishing the maintenance of prices fixed by the company."

Another hope that the U. S. Supreme Court might sanction the fixing of resale prices by manufacturers proved without avail when, on January 8, 1923, the court upheld the Federal Trade Commission's order to the Mishawaka Woolen Manufacturing Company to desist from the practice. The Trade Commission order, however, was modified to the limitations placed on the Beechnut Packing Company, which are stated above.

Injunction Protects "Fruit of the Loom" Trademark.—Judge Westenhaver of the U. S. District Court for the Northern District of Ohio, at Cleveland, in October granted an injunction to B. B. & R. Knight, Inc., owners of the "Fruit of the Loom" trademark, and to the Ernest Simon Manufacturing Company, its licensee, restraining W. L. Milner & Co., Toledo, from offering for sale shirts other than those made by the licensee and representing them as genuine "Fruit of the Loom" shirts. For 30 years B. B. & R. Knight, Inc., has permitted manufacturers of men's shirts and other garments to use this trade mark on condition that the manufacturer join with the owner of the trademark in guaranteeing quality of the goods the workmanship, design and reliability of the finished article. To this was added an advertised guarantee to refund the purchase price should the consumer be dissatisfied. The defendant contended that the plaintiffs were not entitled to relief because these methods of doing business tended to create a monopoly in restraint of trade and, therefore, they did not come into court with clean hands.

The defendant, unable to obtain "Fruit of the Loom" shirts from the licensee, obtained "Fruit of the Loom" in the bolt, and had shirts made from it by an independent shirt company and others not authorized by the shirt company to use its trademark. These shirts did not contain the authorized ticket, but were stamped on the neckband, "Fruit of the Loom." The defendant advertised these shirts in local newspapers as "Men's \$2.00 Genuine Fruit of the Loom Shirts." Judge Westenhaver said:

"Upon the foregoing facts the law is well settled that the defendant's conduct is

unlawful and the plaintiffs are entitled to an injunction. The defendant must be found to have intended to produce confusion by the labeling and marking of its shirts, and particularly by its methods of advertising. It must be found to have done so with the wrongful object and purpose of appropriating some part of the plaintiff's trade and good-will and of passing out to the purchasing public its shirts under favor of plaintiff's reputation and good-will built up by many years of labor and advertising."

The court also stated that the defendant had the right to buy "Fruit of the Loom" cloth in bolts and mount it up into shirts and sell the shirts made from that cloth, and in doing so it may inform the purchasing public that its product is made of "Fruit of the Loom" cloth provided it does not adopt trademarks or labeling as applied to such shirts or make representations orally or by advertising which may or will confuse the purchasing public as to the origin of its product.

This decision carries the doctrine of the case of Cheney Bros. vs. Gimbel Bros., recently decided in the Southern District of New York, and cited by Judge Westenhaver, one step further in that it protects the owner of a trademark or an unmanufactured cloth and its authorized licensee, even after the cloth has been manufactured into a finished article.

Rights of Taxicabs to Color and Design Trademarks Upheld in Two Cases.—That the adoption of a sentence of painting a taxicab like that used by a rival taxi company is unfair competition is the decision handed down here by Judge Franklin T. Hammond in the equity session of the Massachusetts Superior Court in Boston in May. This decree, which was considered a test decision of far-reaching importance to the advertising world, indicated that where color scheme has been used in such a way as to become associated with a definite service in the mind of the public, such a color scheme will be protected by the courts, even though it is not part of a trademark and even though it is not recorded at Washington. The fact that the plaintiff, the Taxi Service Company, had spent money over a considerable period to identify its Black and White taxicabs and build good will with the public was one of the outstanding factors which enabled it to win its decision over the defendant, William N. Gottman, an individual taxicab driver of Boston. The case was under the jurisdiction of the Suffolk County courts.

The Checker Cab Manufacturing Corporation has the sole right to sell, operate and use for public hire taxicabs done with the checker design used by the Checker Company, according to Judge Robert McC. Marsh in the decision handed down in December in which he also granted the corporation a preliminary injunction against unauthorized imitation of its taxicab color and design. The Checker company had brought suit against Hugh Sweeney in New York Supreme Court. In his decision Judge Marsh said: "The taxicabs manufactured by the plaintiff are known as Mogul and as Checker cabs and are marked by the plaintiff with a distinctive symbol in the form of a design or pattern of checkers of contrasting colors arranged both in circles and also in band running from end to end around the tonneau. This design has been used by the plaintiff for more than a year, and has recently been registered by it as a trademark under Section 367 of the General Business Law. It is not difficult to perceive, however, that if imitations of the plaintiff's cabs may be used without restraint, the plaintiff's market is bound to suffer. Actual loss need not be proved to have already occurred if it is clearly threatened, and when the wrong is clear, the defendant's motive and intent are immaterial. The papers submitted leave no room for doubt that the defendant intentionally copied plaintiff's marking, and * * * he undeniably had in mind the advantage of using that design in competition with the operators who had purchased plaintiff's cabs. Motion for injunction granted."

No Protection for "Thermos" Trademark.—The United States District Court in August was sustained in the United States Court of Appeals in a decision by Judge Anderson against the American Thermos Bottle Company, which had brought suit against the W. T. Grant Company, of Lynn, Mass., New York and elsewhere, for infringement of trademark. The infringement charged was in connection with the use of the word "Thermos" on bottles. When the case was brought up some time ago, Judge Anderson decided that the suing company did not come into court with "clean hands," in that it had advertised its goods as "American made for American people to keep American workmen busy," whereas the court found some of the bottles were procured from Japan, Germany and other sources.

Previously, on February 25, the injunction restraining the W. T. Grant Company from selling at cut price vacuum bottles marked Thermos was dissolved on February 25 by Judge Anderson, in an equity session of the United States District Court at Boston. The Grant company purchased 80,000 bottles which were made in Germany for the American Thermos Bottle Company, of Norwich, Conn., under contract, and which the latter refused to accept. In handing down his decision Judge Anderson scored the American Thermos Bottle Company for its advertising policy of representing its products as American made, while it was buying the glass part of them abroad. He required the bottle company to pay the court costs.

Restraint from Using Name of "Cheney."—Gimbel Brothers, New York department store, were in April restrained, in an order obtained from Federal Judge Augustus N. Hand, from continuing an advertised sale of silks claimed to consist of "22,000 yards of Cheney's Twill and Shower-proof Foulards," and were directed to cease advertising the merchandise in that manner. In the complaint it was alleged that

(Continued on page 234)

The Atlanta Journal

ATLANTA, GA.

Over a Million Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The Journal Sells the Goods

YOU USUALLY FIND THAT THE PROGRESSIVE NEWSPAPER IN A CITY IS AN—

NEA CLIENT

EVERY FEATURE NECESSARY FOR THE UP-TO-THE-MINUTE PAPER IS INCLUDED IN THE DAILY NEA FULL SERVICE.

Ask for Samples and Rates

NEA SERVICE, INC.
1200 W. Third St., Cleveland, Ohio

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital
TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in London.

“OHIO FIRST”

Ohio is the ideal market for the launching of national advertising campaigns.

It has five per cent of the population of the United States, or 5,759,394 persons, 141.4 inhabitants per square mile.

Ohio ranks among the leaders in every line of agriculture standing fourth in total value of farm crops. There are over 256,000 farms valued at \$3,095,666,336.

As an industrial state she has 218 branches of manufacture. In ten different industries she outranks all other states, is second in eighteen others and fourth in another.

More than 63% of Ohio's population resides in cities and towns connected by railway and trolley systems.

NO OTHER TERRITORY CAN OFFER SUCH A MARKET

Ohio must be considered in any National Advertising Campaign whether of minor or major importance.

And Ohio Newspapers for securing Ohio Trade are the easiest, surest and most productive and least expensive mediums available.

| | Circulation | 2,500 lines | 10,000 lines | | Circulation | 2,500 lines | 10,000 lines |
|------------------------------------|-------------|-------------|--------------|------------------------------------|-------------|-------------|--------------|
| **Akron Beacon Journal.....(E) | 35,785 | .10 | .10 | *Lima News and Times-Democ't (E&S) | 16,083 | .07 | .05 |
| **Akron Times.....(E) | 21,416 | .06 | .06 | *Lima Republican-Gazette....(M&S) | 10,270 | .035 | .035 |
| **Akron Sunday Times.....(S) | 21,439 | .07 | .07 | †Middleton Journal.....(E) | 5,117 | .025 | .025 |
| †Bellefontaine Examiner.....(E) | 4,536 | .0179 | .0179 | †Newark American-Tribune.....(E) | 6,890 | .025 | .025 |
| †Cincinnati Enquirer.....(M&S) | 72,270 | .17-.35 | .17-.35 | †Portsmouth Sun and Times..(M&E) | 16,481 | .06 | .06 |
| †Columbus Dispatch.....(E) | 75,116 | .15 | .14 | †Portsmouth Sun-Times.....(S) | 11,140 | .04 | .04 |
| Columbus Dispatch.....(S) | 74,654 | .15 | .14 | Steubenville Gazette.....(E) | 8,437 | .04 | .04 |
| Columbus, Ohio State Journal...(M) | 50,124 | .12 | .13 | **Toledo Blade.....(E) | 100,317 | .27 | .25 |
| Columbus, Ohio State Journal...(S) | 29,206 | .12 | .13 | †Toronto Tribune.....(E) | 1,096 | .011 | .011 |
| Conneaut News Herald.....(E) | 3,094 | .017 | .0179 | **Youngstown Vindicator.....(E) | 24,787 | .07 | .07 |
| †Dover Daily Reporter.....(E) | 4,537 | .02 | .02 | **Youngstown Vindicator.....(S) | 24,351 | .07 | .07 |
| †Ironton Irononian.....(M) | 3,170 | .0179 | .0179 | | | | |
| †Kenton Democrat.....(E) | 2,400 | .014 | .014 | | | | |

Government Statement, April 1, 1922.
 *A. B. C. Publisher's Statement, April 1, 1922.
 **A. B. C. Publisher's Statement, October 1, 1922.
 †Government Statement, October 1, 1922.

IN THE COURTS—(Continued from page 232)

in MILWAUKEE

Let your advertising grow with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

KEYSTONE FEATURE SYNDICATE

512 Victory Building
PHILADELPHIA, PA.
DAILY NOVELETTE
FASHIONS.
COMICS.
House Plans Astronomy.
DARIUS DUBB.
And He Did.
Eleven Other Features.

CIRCULATION

the paid-in-advance kind

AUTOMOBILE contests ("Profit Sharing Campaigns," "Auto Clubs") our specialty for EIGHTEEN years.

THE experience of over 18 years conducting newspaper contests guarantees to those who use our service and plan immunity from the mistakes, failures and losses which are the common result of experiment.

Write or wire us for full particulars and propositions in detail.

THE BIRD SYNDICATE

Promoters of Newspaper Circulation.
(Established in 1905. Actual Working Capital \$50,000.)
299 Pioneer Bldg., Madison, Wis.

The Heart of

The Black Tobacco Patch and its Prosperous Population is reached by

The Daily Leaf-Chronicle

Established 1898
Clarksville, Tennessee. Because of its pre-eminence as a tobacco market, Clarksville has a trading radius of fifty miles. Bank resources over seven millions.

Represented by

S. C. THEIS COMPANY

141 W. 36th St., New York City
837 Marquette Bldg., Chicago, Ill.

Gimbel Brothers advertised under the heading, "A Sensation, 22,000 Yards of Cheney's Twill and Shower-proof Foulards," followed by representation that these goods are first-quality foulards of the designs and patterns manufactured by Cheney Brothers for this season's trade. Cheney Brothers stated that they had purchased a substantial number of different designs from the goods advertised by Gimbel Brothers, and that in every instance the goods purchased were designs which were prepared by them, for the trade of 1921 or prior to that time. The goods are abandoned designs, says the complaint. Complaint further alleged that Gimbel Brothers were offering for sale in connection with this advertising several pieces of merchandise which were sold by Cheney Brothers last June as "seconds." Following the order of the court noted above, a new order was signed by Judge Hand as a result of a statement by Harry D. Nims, counsel for Cheney Brothers, that the original injunction had been disregarded. The new order provides that until a further order by the court Gimbel Brothers are restrained from publishing, distributing or circulating directly or indirectly, or directly or indirectly causing to be published, distributed or circulated in any manner any advertisement, circular, statement, sign or other form of publicity which contains or in which appears the names "Cheney," "Cheney silks," "Cheney foulards," or any of them, or the name "Cheney" in any form used to refer to or describe any textile fabric or in which any direct, indirect or inferential reference is made." The defendants are also restrained from "further exhibition in the windows of defendants' store, Broadway and Thirty-third street, or at any place in the said defendants' store or on the defendants' premises any signs, placards or notices upon which is displayed the word 'Cheney' used in any manner referring to or relating to textile fabrics or connected therewith."

Phonograph Noise Called Public Nuisance.—Noise made by the playing of a phonograph in the doorway of a store, as a means of advertising, may be made the subject of an injunction and damages as a public nuisance, according to a decision, confirmed in September in the Suffolk County (Mass.) Equity Court by Judge DeCourcy. The ruling is considered one of the most novel ever rendered having a bearing upon advertising.

Woodbury "Neckless" Head Trademark Again in Court.—The United States Supreme Court on October 24 handed down a decision denying a writ of certiorari sought by the Andrew Jergens Company against William A. Woodbury Distributors, Inc., Woodbury, Inc., and Woodbury Systems, Inc. The question involved in the suit is the right to use the Woodbury neckless head trademark. William A. Woodbury is a cousin of the late John H. Woodbury, who originated the trademark for use on his toilet articles. Through contracts the Andrew Jergens Company claimed that it has succeeded to all the rights in this trademark and brought suit in Federal Courts to restrain all Woodbury interests from continuing to use this trademark and the manufacture and sale of toilet preparations bearing the Woodbury name. The Federal District Court held that the Woodbury companies had a right to continue to use the Woodbury name on articles not covered by contract with the Andrew Jergens Company. This decision was upheld by the Federal Circuit Court of Appeals and then the action was taken before the Supreme Court through appeal for a writ of certiorari which was denied.

EXCLUSIVE SELLING AGENCIES

Curtis Company's Exclusive Agency Contract Approved by U. S. Supreme Court.—The right of publishers to maintain exclusive selling organizations, and prevent its agents from handling other publications, was upheld by the U. S. Supreme Court in the case of the Federal Trade Commission against the Curtis Publishing Company, of Philadelphia.

The principles involved in the court's decisions are far-reaching and have an effect more or less on all business contracts, upholding, as they do, where nothing else is involved, the right of business concerns to execute so-called "exclusive" arrangements with wholesale agents. The clause of the Curtis Publishing Company's contract as finally objected to by the Trade Commission and submitted to the courts, is as follows:

"That without the written consent of the publisher, he (the dealer) will not . . . act as agent for or supply at wholesale rates any periodicals other than those published by the publisher (the respondent named in the complaint)."

The form of contract approved by the U. S. Supreme Court in the Curtis case is as follows:

DISTRICT AGENCY AGREEMENT

Form JDAS
AGREEMENT, Dated 19 between The Curtis Publishing Company (hereinafter called the Publisher) and (hereinafter called the District Agent).

WITNESSETH, That the District Agent is hereby appointed agent for the sale of the following publication of the Publisher, viz.: The Ladies' Home Journal, The Saturday Evening Post and The Country Gentleman for the following territory, viz.:

upon the following terms and conditions:

1. Commencing with the issues of The Saturday Evening Post and The Country Gentleman dated and with The Ladies' Home Journal for the month of or with later issues at the Publisher's option, the Publisher will supply and consign to the agent such stock of the above publication as the Publisher finds the District Agent requires from time to time, provided the requisitions therefor are sent by the District Agent according to the schedule issued by the Publisher, at times sufficiently in advance of publication to effect the proper delivery thereof, and provided such requisitions specifying the desired number of copies

of each publication are sent upon the printed requisition blanks of the Publisher, and provided the District Agent has faithfully and punctually kept up to the time of each requisition, the terms and conditions of this agreement. The title of said publications shall remain with the Publisher until they are sold by the District Agent. The said publications are to be forwarded by the Publisher to the District Agent (transportation charges prepaid) by mail, express or freight, at the option of the Publisher, at times intended to effect delivery to the District Agent one day before the authorized publication dates as fixed from time to time by the Publisher.

2. The District Agent will supply to boys and dealers copies of The Saturday Evening Post and of the Country Gentleman at the net wholesale rate of three (3c.) a copy for sale at five cents (5c.) a copy, and copies of The Ladies' Home Journal at eleven cents (11c.) a copy for sale at fifteen cents (15c.) a copy, and will make deliveries of each of the said publications early in the morning of the authorized publication day thereof. All sales must be for cash or at the risk of the District Agent.

3. The District Agent agrees that he will at his own expense provide a suitable place and appliances for the sale and the distribution of the said publications; that he will use all reasonable efforts and devote the necessary time for promoting the sale of said publications and supplying the demand therefor; that without the written consent of the Publisher he will not display, deliver or sell any copies of any one of said publications before the authorized publication date as specified in the printed requisition blanks, or dispose of any copies of said publication in the territory of any other District Agent or Special Agent of the Publisher, or act as agent for or supply at wholesale rates any periodicals other than those published by the Publisher, or directly or indirectly furnish to any other publisher or agent the names and addresses of the persons to whom the Publishers' publications are sold or delivered, or allow any one to stamp, paste or otherwise place on or in any of the Publisher's publications or any part thereof any advertising matter, except that he may stamp his name as agent thereon and may insert circulars intended solely to increase the single-copy sale of the said publications.

4. The District Agent shall, subject to the direction and the control of the Publisher, train, instruct and supervise such adequate force of boys within his district as has been or shall be organized by or under the instructions of the Publisher for the purpose of distributing the said publications.

Chicago Tribune Exclusive Selling Plan Upheld by U. S. Circuit Court of Appeals.—U. S. Circuit Court of Appeals, in Chicago, affirmed finding of former Judge Landis that the Chicago Tribune had not violated the law in instructing its carriers that if they sold the Chicago Journal of Commerce they could not sell the Tribune. Judge Landis had held that the Tribune had built up its carrier system at great expense through many years and refused to enjoin it. Counsel for the Tribune revealed, in connection with the case, that the Tribune's expenditures in building up its carrier system approximated \$5,000,000 in the last decade.

GENERAL

Newspaper Story Held to Be Conclusive Evidence.—An independent investigation of a murder mystery conducted by the staff of the Pontiac (Mich.) Daily Press, and testimony given by Judd J. Robbins, a reporter, at the trial of Anson Best for strangling a telephone operator, were held by the state supreme court in April to have been conclusive evidence of the guilt of the man. He made a confession, then repudiated it and said it was obtained by threats and promises. The newspaper men interviewed him prior to the repudiation and checked up on his story. They found a girl's handkerchief where he said in his confession he had thrown it away and this bit of evidence figured largely in the case. Best appealed after getting a life sentence but the Supreme Court refused a new trial.

Lucky Name Prize Contest Not a Lottery.—An attempt by the postmaster to bar the Chicago Tribune from the mails, on the ground that its "Lucky Name" contest now running is a lottery, was temporarily restrained February 21 by Federal Judge K. M. Landis. The Tribune's attorneys, in their petition to Judge Landis, contended that the so-called horoscope casting or "Lucky Name" contest was not a lottery but rather an aid to public education in that it shows the derivation of names; furthermore, that the contest was not a lottery because anyone could enter it whether a subscriber to the Tribune or only the purchaser of a single copy or not the purchaser of a copy of the Tribune at all.

Paper Company Must Live Up to Contract.—In a decision handed down April 20 by the Appellate Division of the New York State Supreme Court the Remington Paper and Power Company, of Watertown, N. Y., will have to account to the Sun Printing and Publishing Association of New York for damages of \$1,500,000 claimed by the Sun Company for breach of contract for the delivery of newsprint paper in 1920. It was charged that the defendant declined to be bound by its contract when the market price of newsprint reached unprecedented heights. The defendant claimed that the contract was invalid by reason of a technicality. The decision of the Appellate Division reversed an opinion of the lower court.

N. Y. Times Did Not Infringe Philadelphia Ledger Copyright in Grey Letter.—The United States Supreme Court in April refused to review the decision of the lower court in the action brought by the Philadelphia Public Ledger against the New York Times, the decision of

(Continued on page 236)

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DEWITT & PALMER

Sales and Appraisals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities

Daily & Weekly NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

YOUR ADVERTISING STAFF— Does it lack a resourceful director, persuasive salesman, clever copy writer, classified builder, or dealer research and sales aid man? A chain is no stronger than its weakest link, and the spring tug-of-war is on! No charge is made to employers for our service. Wire us.

FERNALD'S EXCHANGE, INC.

THIRD NATL. BLDG., SPRINGFIELD, MASS.

Stereotyping Machinery FOR SALE

Hoe Metal Pot, 6,000 lbs., with pyrometer, pump and casting box. Hoe Plate Finisher and Cooler. Double Steam Table, Trimming Block. Double Tail Cutter, Casting Box. Hoe Curve Plate Shaver and other stereotyping equipment.

For prices, write

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

America's Best Magazine Pages Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

The great

TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The

Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

MAKE YOUR ADVERTISING REACH THE PEOPLE OF NEW YORK STATE AND THE MARKETS OF THE NATION ARE YOURS

Eighty-two and seven tenths per cent of the population or 8,589,844 people in New York State are "city people."

In total urban population New York State leads the country, urban population including only those cities and towns exceeding 2,500.

Of the total urban population 5,809,720 is native white and 2,487,080 is of native parentage. It is in rural New York that native American stock shows the strongest. Of the total rural population of 1,795,383 there is a white population of 1,776,957; of this number 1,556,195 is native white and 1,100,186 is of native parentage.

In 22 of the leading cities are found 7,564,000 people or 72 per cent of the urban population.

The U. S. Census Statistics of Occupation show that 4,003,844 persons are engaged in gainful occupations. Of these 362,665 or 9.3 per cent are employed in various agricultural pursuits, while 3,630,959 or 90.7 per cent are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

New York State is an ideal market for any product that bears a trade mark. These daily newspapers reach two out of every three people in the state. Use them to merchandise your product.

| | Circulation | 2,500 Lines | 10,000 Lines | | Circulation | 2,500 Lines | 10,000 Lines |
|---|-------------|-------------|--------------|--|-------------|-------------|--------------|
| ***Albany Knickerbocker Press(M) | 33,394 | .09 | .09 | †The New York Herald(M) | 178,006 | .49 | .45 |
| ***Albany Knickerbocker Press(S) | 47,496 | .11 | .11 | †The New York Herald(S) | 178,066 | .49 | .45 |
| †Auburn Citizen(E) | 6,433 | .04 | .035 | The Sun, New York(E) | 180,442 | .48 | .45 |
| *Brooklyn Daily Eagle(E) | 61,561 | .20 | .20 | New York Times(M) | 356,671 | .95 | .8395 |
| *Brooklyn Daily Eagle(S) | 75,566 | .20 | .20 | New York Times(S) | 356,671 | .75 | .7275 |
| *Buffalo Courier and Enquirer... (M&E) | 85,857 | .18 | .18 | *New York Tribune(M) | 137,011 | .40 | .36 |
| *Buffalo Courier(S) | 129,554 | .27 | .22 | *New York Tribune(S) | 141,973 | .40 | .36 |
| *Buffalo Evening News(E) | 104,958 | .21 | .21 | **New York World(M) | 351,260 | .505 | .58 |
| *Buffalo Evening Times(E) | 85,006 | .15 | .15 | **New York World(S) | 576,778 | .505 | .58 |
| *Buffalo Sunday Times(E) | 102,809 | .15 | .15 | **New York World(E) | 272,479 | .505 | .58 |
| Corning Evening Leader(E) | 7,260 | .04 | .04 | ***Niagara Falls Gazette(E) | 14,014 | .06 | .06 |
| ***Elmira Star-Gazette(E) | 23,754 | .09 | .07 | ***Olean Times(E) | 6,423 | .03 | .03 |
| Geneva Daily Times(E) | 6,415 | .04 | .04 | ***Poughkeepsie Star and Enterprise. (E) | 11,553 | .05 | .05 |
| ***Glens Falls Post-Star(M) | 7,419 | .03 | .03 | †Rochester Times-Union(E) | 65,240 | .20 | .18 |
| ***Gloversville Leader Republican.....(E) | 6,247 | .03 | .03 | Saratoga Springs Saratogian.....(E) | 8,224 | .04 | .04 |
| Gloversville Morning Herald.....(M) | 5,717 | .035 | .035 | ***Staten Island Daily Advance.....(E) | 10,168 | .05 | .05 |
| *Ithaca Journal-News(E) | 7,454 | .04 | .04 | Syracuse Journal(E) | 45,014 | .10 | .10 |
| *Jamestown Morning Post(M) | 9,525 | .05 | .03 | †Troy Record(M&E) | 22,400 | .05 | .05 |
| ***Middletown Times-Press(E) | 6,335 | .03 | .03 | | | | |
| *Mount Vernon Daily Argus.....(E) | 7,976 | .04 | .04 | Government Statements, April 1, 1922. | | | |
| ***Newburgh Daily News(E) | 10,283 | .05 | .05 | *A. B. C. Publishers' Statement, April 1, 1922. | | | |
| †New York Globe(E) | 166,196 | .36 | .34 | †Government Statement, October 1, 1922. | | | |
| †New York Evening Mail.....(E) | 161,215 | .41 | .40 | **A. B. C. Publishers' Statement, October 1, 1922. | | | |
| | | | | **A. B. C. Annual Audit, Sept. 30, 1922. | | | |

IN THE COURTS—(Continued from page 234)

Illinois newspapers, like Illinois farms, are productive and advertisers who cultivate them consistently and intelligently will find them profitable producers of wealth.

Let a daily message reach over 6,000,000 people, telling them about your business proposition, and what you have to offer and the special advantages of your offer.

Land value of Illinois is \$115.00 per acre, second highest of all states. Eighty-nine per cent of all land is in farms and 85 per cent is improved farm lands.

Illinois manufacturing ranks near the top, having 18,594 factories employing over 805,000 people and producing over \$5,400,000,000 worth of manufactured goods annually.

No other state has as many banks as Illinois with 1,339 organized as National Banks and 869 as State Banks. National Banks have 1,206,442 deposit accounts.

Over six million successful people in the state have four times six million wants every week from mowing machines to motor cars and from furs to fireless cookers.

It is an extremely attractive state for advertisers. The tremendous circulations of the many newspapers in this state present a total number of prospective buyers that should appeal to all national advertisers.

Study the newspapers and cities listed below separately, then cover them together, and you practically blanket the State of Illinois.

the lower court being that the Times had not infringed the copyright of the Ledger by printing in this country a letter by Sir Edward Grey originally printed in the London Times of January 31, 1920. The Times was thereby cleared of the allegation. No comment on its action was made by the Supreme Court other than the formal legal phrase "petition for writ of certiorari denied." The suit in question was brought in the Federal Court for the Southern District of New York after the New York Times printed the Grey letter February 1, 1920. The Ledger contended that it had exclusive rights to publish articles from the London Times in the United States and that the Times acted unlawfully when it printed the Grey statement, which the London correspondent of the New York Times obtained permission from the office of the London Times to cable to the New York Times after it had appeared in the London Times. Two allegations were made by the Ledger, first that the Times had infringed the copyright and second that there had been unfair trade competition. The District Court dismissed the first complaint, but the second was left to stand and is yet undecided. The United States Circuit Court of Appeals sustained the lower court in a formal opinion, and the Ledger appealed to the Supreme Court, taking the first complaint to this tribunal and setting forth that it could not press its case with regard to the second court until the first was decided.

Fine for Stealing Newspaper from Doorstep.—Ed. Munsey, an Ogden (Utah) newspaper and magazine dealer, was fined \$50 in the City Court in June for the theft of a newspaper from a apartment house doorstep. He was convicted upon testimony of a carrier for the Ogden Standard-Examiner, who testified that he saw Munsey take the paper. Munsey had been fined \$25 once before for a similar offense.

Public Printing Must Be Done Within State.—Attorney General Robertson of Mississippi rendered decision that no money can be legally paid out of the state or county treasury for printing of any kind done outside the state for any state or county office institution, college, school or department.

Monotype Wins Two Points in Case Against Patent Elrod Typewriter.—The United States Circuit Court of Appeals for the Eastern District of Pennsylvania, Third Circuit, in a decision rendered June 17, upheld the Lanston Monotype Machine Company of Philadelphia in two of its claims of infringement of patents made against the Pittsburgh Type Founders Company of Pittsburgh arising from the marketing by the latter of the Elrod Casting Machine. The case had been in the courts for several years and came before the court of appeals on appeal by the Lanston company from a decision rendered some time ago by the U. S. District Court in Delaware to the effect that the Elrod machine was not an infringement in any way on the Monotype. The decision of the Court of Appeals declared the mould of the Elrod machine an infringement on the Monotype but dismissed the claim of the plaintiff with regard to the Elrod device, which cuts into suitable lengths the strips produced by the machine, on the ground that the court is unable to find that it involves invention and that the patents for it lack validity. The costs in the court were assessed two-thirds for the defendant and one-third for the plaintiff. The Delaware court's decision was ordered amended. The U. S. Court of Appeals for the 3d District, sitting in Washington, subsequently awarded the Lanston Company an injunction against the Pittsburgh Type Founders Co., for infringements of patents.

Injunction Stops Newspaper Presses After Eleven P. M.—The Amerikal Magyar Nevasava, a Hungarian morning newspaper of New York, was restrained from operating its pressroom after eleven o'clock at night as soon as a temporary injunction granted to Jonah Goldstein by Justice Marsh in special term of the Supreme Court was made permanent. Goldstein, whose home abuts on the extension housing the newspaper's pressroom, complained that the noise and vibration of the machinery made comfort impossible in his home.

Advertiser Has Exclusive Right to Picture.—The Fitzgerald Manufacturing Company, New York, won its case against Mollie King, motion picture star, in action against her to enforce its contract for the exclusive use of her photograph and facsimile signature in connection with its advertisement of the Star Electric Vibrator manufactured by the company. The Court of Appeals, sitting in Albany, N. Y., dismissed her appeal from a judgment of \$2,893.83 obtained against her by default damages for breach of the contract. The Fitzgerald company paid Miss King \$1,000 for the exclusive use of her photograph for a year and it was used in many advertisements illustrating the use of the vibrator. The company alleged she had broken her contract by giving the Wells and Richardson Company, of Burlington, Vt., permission to use her photograph on the Diamond Dye Girl Calendar for 1920. Also that her publicity agent used her photographs in many publications in connection with her activities. Miss King recently obtained an order to open her default and permit her to defend the action, which the Appellate Division, third department, reversed and its decision is now affirmed. Her defense was that the use of her photograph in other publications and in connection with other advertising made her more widely known and increased her value as an advertising feature.

Dollar "Package Sale" Ads Held to Violate U. S. Lottery Laws.—The Federal Court in Lincoln, Neb., ruled that so-called "Dollar Package Sale" advertisements, which many newspapers throughout the country have been printing for reputable jewelry firms (carrying statements that some of the packages contain articles valued

as high as \$50), are violations of the U. S. Lottery Laws and that publishers circulating them are liable to prosecution and punishment. The Lincoln State Journal Company and the Star Publishing Company, which published a few of these advertisements in Lincoln, were indicted, on complaint of a post office inspector, and fined \$50 by the Federal Court.

Published Picture of U. S. Currency.—A test of a newspaper's liability to prosecution for transgressing the Federal Law prohibiting the printing of copies of U. S. currency and stamps was begun in November before the Federal Grand Jury in Providence, R. I., with the publishers of the Providence Evening News as the defendants. The Evening News on October 20 published photographs of three \$500 bills, which it charged figured in an alleged attempt at political bribery. Secret service agents immediately seized the engraving plates and investigated the circumstances under which the pictures were published. The law covering the case is that of "Crimes Against Currency, Using Plates to Print Notes Without Authority," which provides:

"Whoever shall print, photograph, or in any other manner make or execute or cause to be printed, photographed, made or executed, or shall aid in printing, photographing, making, or executing any engraving, photograph, print or impression in the likeness of any obligation or other security, or any part thereof . . . except under the authority of the Secretary of the Treasury or some other proper officer of the United States, shall be fined not more than \$5,000 or imprisoned not more than 15 years or both."

The case has not yet come to trial.

Right to Establish Rival Publication Upheld.—The right to establish a rival publication that is intended to be destructive to another publication is absolute, according to a decision of the Appellate Division, Third Department of New York, handed down March 17 in affirming the decision of former Justice Albert H. Sewell in dismissing the complaint of Guy W. Beardsley to recover \$500,000 damages from Willis Sharpe Kilmer and Jerome B. Hadsell, owners and publishers of the Binghamton (N. Y.) Press. The decision of the court lays down a new rule of law, that the right of competition is self-justification always, even though a rival publication is started for the sole purpose of destroying another and with no thoughts of business profits to be derived. The decision was made by a divided court with Justice Harold J. Hinman dissenting, and it is expected a further appeal will be taken to the Court of Appeals. Mr. Beardsley was the publisher of the Binghamton Herald and Mr. Kilmer one of the manufacturers of "Swamp Root," a proprietary medicine made in Binghamton. The Kilmer Company withdrew its advertising from the Herald and Beardsley began a series of editorial attacks on Swamp Root. Mr. Kilmer and Mr. Hadsell then started the Binghamton Press with the avowed purpose of putting the Herald out of business. A conspiracy was alleged for this purpose in 1903 and after attempting to meet the competition Beardsley was forced to suspend publication in 1910. He was forced to suspend publication in 1910. He solicited his advertisers and subscribers were solicited and lower rates offered, his employees induced to leave his service for more pay on the rival paper and that unfair methods were used to destroy his business. Action was not brought until 1914 and came to trial in 1916 when his complaint was dismissed on the ground that it did not state a cause of action. The appeal from this decision did not come up for argument until the 1922 January term of the Appellate Division.

Attempt to Suppress News by Injunction.—An attempt to suppress news by court injunction, before the news was printed, was tried in New York February 20. It failed. At four o'clock Monday morning a member of the composing-room "lobster shift" of the New York Globe was served with papers in a preliminary injunction restraining the Globe from printing certain news stories about the firm of Randolph Rose & Son, cotton brokers, written by Harry F. Guest, of the Globe staff. Then, at 9.30 the same morning another set of papers of the same injunction was served on Jason Rogers, publisher of the Globe. At ten o'clock the same morning, the hour set for the hearing of the application for the injunction, Hays & Wadhams, attorneys for Randolph Rose & Son, failed to file with the court the proper return of service and the matter was thrown out. After this, Engelhard, Pollak, Pitcher & Sterns, attorneys for the Globe, in writing, agreed to waive this as a technical error and asked that the hearing be restored to the court calendar and set for the same time the next day. Again counsel for Randolph Rose & Son failed to file the affidavit of service and the action was dismissed.

Court Settles Ownership of Newspaper.—Controversy over the ownership of the Klamath Falls (Ore) Record was settled in May by the circuit court, which found that the 60-day option of E. J. Murray is valid. The court ordered delivery of all the common stock of the paper to him upon payment of \$1,000. Both the Record and Klamath Falls Herald claimed ownership of the paper and a dispute has been going on since last October. Don Belding and W. A. West, who have had possession of the Record plant, have held that the option held by E. J. Murray was invalid.

| | Circulation | Rate for 2,500 Lines | Rate for 10,000 Lines |
|--|-------------|----------------------|-----------------------|
| **Aurora Beacon-News (E) | 15,249 | .055 | .055 |
| Bloomington Pantagraph (M) | 17,841 | .05 | .05 |
| Chicago Herald-Examiner (M) | 395,861 | .55 | .55 |
| Chicago Herald-Examiner (S) | 729,735 | .85 | .85 |
| Chicago Daily Journal (E) | 117,483 | .26 | .24 |
| †Chicago Tribune (M) | 517,184 | .70 | .70 |
| †Chicago Tribune (S) | 790,552 | 1.00 | 1.00 |
| **Moline Dispatch (E) | 9,391 | .04 | .04 |
| †Peoria Journal-Transcript (M&E) | 33,182 | .10 | .09 |
| Peoria Star (E) | 24,580 | .075 | .06 |
| **Rock Island Argus (E) | 10,704 | .04 | .04 |
| †Sterling Gazette (E) | 5,149 | .03 | .03 |

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

Index to entire advertising and text contents of this edition will be found on last two pages.

(Continued on page 240)

NEW ENGLAND

Is Recognized as the Thriftiest Section of the Entire United States

With seven and a half per cent of America's population within her boundaries, New England furnishes 40 per cent of the Nation's savings deposits.

This means that a large percentage of the population of each state in this group represents savings bank depositors, as is shown by the following table:

| | |
|----------------------|------------|
| Massachusetts | 67% |
| New Hampshire | 58% |
| Connecticut | 54% |
| Vermont | 33% |
| Maine | 31% |
| Rhode Island | 27% |

Moreover nearly forty per cent of the people own their own homes. This New England territory offers the greatest market for intensive advertising by daily newspapers. The accompanying list will furnish an unparalleled choice of result producing newspapers.

| MASSACHUSETTS—Population, 3,852,356 | | | |
|--|-------------|-------------|--------------|
| | Circulation | 2,500 lines | 10,000 lines |
| **Attleboro Sun (E) | 4,895 | .0275 | .0175 |
| †Boston Sunday Advertiser (S) | 424,194 | .55 | .55 |
| †Boston Globe (M&E) | 274,607 | .45 | .45 |
| †Boston Globe (S) | 321,871 | .55 | .55 |
| Boston Telegram (E) | 145,113 | .20 | .20 |
| †Boston Transcript (E) | 36,423 | .20 | .20 |
| **Fall River Herald (E) | 13,405 | .035 | .035 |
| **Fitchburg Sentinel (E) | 10,739 | .06 | .035 |
| Greenfield Recorder (E) | 3,025 | .0175 | .0175 |
| **Haverhill Gazette (E) | 15,216 | .055 | .04 |
| **Lynn Item (E) | 16,132 | .06 | .04 |
| **Lynn Telegram News (E&S) | 16,686 | .05 | .05 |
| †Lowell Courier-Citizen and Evening Leader (M&E) | 20,635 | .06 | .04 |
| **New Bedford Standard-Mercury (M&E) | 31,489 | .06 | .06 |
| **New Bedford Sunday Standard (S) | 25,006 | .06 | .06 |
| †North Adams Transcript (E) | 9,334 | .0375 | .03 |
| †Salem News (E) | 29,579 | .09 | .07 |
| †Taunton Gazette (E) | 8,268 | .04 | .03 |
| †Worcester Telegram-Gazette (M&E) | 72,733 | .24 | .21 |
| **Worcester Sunday Telegram (S) | 42,741 | .18 | .15 |
| MAINE—Population, 788,914 | | | |
| †Bangor Daily Commercial (E) | 14,793 | .05 | .04 |
| †Portland Press Herald (M&S) | 22,204 | .07 | .06 |
| **Portland Express (E) | 26,294 | .10 | .07 |
| **Portland Telegram (S) | 28,658 | .10 | .07 |
| †Waterville Sentinel (M) | 5,886 | .035 | .025 |
| NEW HAMPSHIRE—Population, 443,683 | | | |
| †Keene Sentinel (E) | 3,316 | .03 | .02 |
| RHODE ISLAND—Population, 604,397 | | | |
| Newport Daily News (E) | 6,171 | .035 | .03 |
| Pawtucket Times (E) | 24,461 | .07 | .06 |
| **Providence Bulletin (E) | 58,738 | .135 | .135 |
| †Providence Journal (M) | 32,837 | .08 | .06 |
| **Providence Journal (S) | 54,568 | .12 | .12 |
| **Providence Tribune (E) | 21,364 | .10 | .09 |
| Westerley Sun (E&S) | 4,561 | .025 | .025 |
| †Woonsocket Call (E) | 12,959 | .04 | .04 |
| VERMONT—Population, 352,428 | | | |
| *Barre Times (E) | 8,532 | .03 | .02 |
| Bennington Banner (E) | 3,921 | .0125 | .0125 |
| †Brattleboro Daily Reformer (E) | 3,921 | .025 | .015 |
| Burlington Daily News (E) | 7,183 | .04 | .04 |
| **Burlington Free Press (M) | 11,441 | .05 | .05 |
| Rutland Herald (M) | 9,437 | .04 | .04 |
| †St. Johnsbury Caledonian Record (E) | 3,360 | .0214 | .015 |
| CONNECTICUT—Population, 1,360,831 | | | |
| *Bridgeport Post-Telegram (E&M) | 43,633 | .145 | .14 |
| *Bridgeport Post (S) | 18,395 | .085 | .08 |
| *Hartford Courant (D) | 29,780 | .04 | .07 |
| *Hartford Courant (S) | 48,660 | .10 | .03 |
| **Hartford Times (E) | 43,672 | .12 | .12 |
| **Meriden Record (M) | 6,699 | .045 | .025 |
| †Middletown Press (E) | 7,561 | .03 | .025 |
| †New Haven Register (E&S) | 34,427 | .10 | .09 |
| **New London Day (E) | 10,687 | .06 | .045 |
| †Norwich Bulletin (M) | 11,063 | .07 | .05 |
| **Norwalk Hour (E) | 4,953 | .03 | .03 |
| *Stamford Advocate (E) | 8,351 | .0375 | .03 |

Government Statement, April 1, 1922.
 *A. B. C. Statement, April 1, 1922.
 **A. B. C. Statement, October 1, 1922.
 †Government Statement, October 1, 1922.

WEST VIRGINIA

"AN EMPIRE OF WEALTH"

The three most necessary minerals to industry—coal, petroleum and gas—comprise more than 90 per cent of the state's mineral output.

West Virginia contains over 30 per cent of all natural gas land acreage and stands first with a production exceeding \$50,000,000.

The coal wealth of West Virginia has hardly been scratched. It is now producing over 87,000,000 tons annually and it can be truthfully said that the mining industry is still in its infancy.

The lumber industry of West Virginia adds in excess of \$15,000,000 to the buying power of the state annually.

Climatic conditions combined with high fertility of the soil make possible the widely diversified and abundant farm crops of West Virginia. The annual value of the farm crops is in excess of \$112,845,000.

West Virginia is the richest area of its size in natural resources and its per capita buying mounts near to the top.

Be a big advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

| | | Rate for Circu- 5,000 lation lines | | Rate for Circu- 5,000 lation lines |
|------------------------|--------|------------------------------------|--|------------------------------------|
| Bluefield | | | Martinsburg | |
| †††Telegraph(M) | 19,112 | .04 | **Journal(E) | 3,992 .03 |
| Charleston | | | Parkersburg | |
| **Gazette(M) | 19,928 | .06 | †News(M) | 5,568 .025 |
| **Gazette(S) | 23,580 | .07 | †News(S) | 6,366 .025 |
| Clarksburg | | | **Sentinel(E) | 6,654 .027 |
| **Exponent(M&S) | 8,265 | .035 | Wheeling | |
| **Telegram(E) | 7,807 | .035 | **Intelligencer(M) | 12,797 .0325 |
| **Telegram(S) | 9,792 | .035 | **News(E) | 13,117 .05 |
| Huntington | | | **News(S) | 18,395 .07 |
| †††Advertiser(E) | 12,250 | .035 | | |
| **Herald-Dispatch | | | †Government Statement, April 1, 1922. | |
| (M) | 13,464 | .035 | ††Publishers' Statement. | |
| **Herald-Dispatch | | | †††Government Statement, Oct. 1, 1922. | |
| (S) | 12,753 | .035 | **A. B. C. Report, Oct. 1, 1922. | |

IOWA

The manufactures of Iowa are largely based upon the products of the farm—that is, crops and livestock.

Remember that ninety per cent of the people live on hard surface highways that connect all the market towns of 1,000 or more.

In addition to the wealth and prosperity of a community, it is necessary that the advertiser also consider the distribution and communication facilities of the territory he wishes to cover.

A glance at the map of Iowa will show the gigantic network of railroads, and the extent of possible telegraphic communication. It does not, however, reveal the fact that on the farms of Iowa there are 183,852 telephones—or one for every two farms in the state.

In addition to having the largest percentage of total automobiles Iowa leads in the number of automobiles owned on farms.

Aside from being an indication of the prosperity and buying power of the state; this also serves as an indication of the tremendous market possibilities.

To the National advertiser Iowa offers the greatest prize for good advertising—good business.

| | | Circulation | Rate for 5,000 lines |
|---|--|-------------|----------------------|
| **Burlington Hawk-Eye(M) | | 10,387 | .04 |
| **Burlington Hawk-Eye(S) | | 13,163 | .04 |
| †Cedar Rapids Gazette(E) | | 21,131 | .06 |
| **Council Bluffs Nonpareil.....(E&S) | | 15,521 | .05 |
| **Davenport Democrat & Leader....(E) | | 14,361 | .06 |
| **Davenport Democrat & Leader....(S) | | 17,401 | .06 |
| †Davenport Times(E) | | 23,896 | .07 |
| **Des Moines Capital.....(E) | | 60,696 | .14 |
| **Des Moines Sunday Capital.....(S) | | 28,858 | .14 |
| *Iowa City Press-Citizen(E) | | 6,320 | .035 |
| †Mason City Globe Gazette(E) | | 11,096 | .035 |
| **Muscatine Journal(E) | | 7,863 | .035 |
| **Ottumwa Courier(E) | | 13,186 | .05 |
| **Waterloo Evening Courier(E) | | 15,080 | .05 |
| *A. B. C. Statement, April 1, 1922. | | | |
| **A. B. C. Statement, October 1, 1922. | | | |
| †Government Statement, October 1, 1922. | | | |

BUYING POWER IN THE SOUTH

| ALABAMA. | Circulation | 2,500 lines | 10,000 lines |
|--|-------------|-------------|--------------|
| †Birmingham News(E) | 65,658 | .15 | .15 |
| †Birmingham News(S) | 71,806 | .15 | .15 |
| *Mobile News-Item(E) | 16,392 | .05 | .05 |
| *Mobile Register(M) | 21,264 | .07 | .07 |
| *Mobile Register(S) | 32,715 | .085 | .085 |
| FLORIDA. | | | |
| †Jacksonville Journal(E) | 15,000 | .07 | .07 |
| *Florida Times-Union, Jacksonville (M&S) | 36,172 | .08(9cS) | .08(9cS) |
| *Pensacola News(E) | 4,795 | .03 | .03 |
| *Pensacola News(S) | 5,291 | .03 | .03 |
| †St. Petersburg Independent.....(E) | 4,631 | .025 | .025 |
| GEORGIA. | | | |
| **Augusta Chronicle(M) | 10,981 | .045 | .045 |
| **Augusta Chronicle(S) | 11,075 | .045 | .045 |
| **Augusta Herald(E) | 12,277 | .05 | .05 |
| **Augusta Herald(S) | 12,121 | .05 | .05 |
| *Columbus Ledger(E&S) | 8,789 | .04 | .04 |
| *Macon Telegraph(M) | 23,017 | .06 | .06 |
| *Macon Telegraph(S) | 24,395 | .06 | .06 |
| *Savannah Morning News(M&S) | 29,875 | .055 | .055 |
| KENTUCKY. | | | |
| *Lexington Leader(E) | 15,790 | .05 | .05 |
| *Lexington Leader(S) | 16,663 | .05 | .05 |
| †Louisville Herald(M) | 44,303 | .09 | .09 |
| †Louisville Herald(S) | 54,150 | .09 | .09 |
| NORTH CAROLINA | | | |
| *Asheville Times(E) | 8,483 | .04 | .04 |
| **Asheville Citizen(M) | 12,493 | .045 | .045 |
| **Asheville Citizen(S) | 11,605 | .045 | .045 |
| *Durham Herald(M) | 7,963 | .04 | .04 |
| **Greensboro Daily News.....(M) | 19,267 | .05 | .05 |
| **Greensboro Daily News.....(S) | 27,250 | .06 | .06 |
| *Raleigh News and Observer.....(M) | 24,593 | .06 | .06 |
| *Raleigh News and Observer.....(S) | 29,338 | .06 | .06 |
| *Raleigh Times(E) | 8,275 | .04 | .04 |
| SOUTH CAROLINA. | | | |
| *Columbia State(M) | 22,097 | .06 | .06 |
| *Columbia State(S) | 21,700 | .06 | .06 |
| **Greenville News(M) | 13,938 | .055 | .055 |
| Greenwood Index Journal.....(E&S) | 4,185 | .025 | .025 |
| *Spartanburg Journal(E) | 4,165 | .04 | .04 |
| *Spartanburg Herald(M&S) | 5,511 | .04 | .04 |
| TENNESSEE. | | | |
| **Chattanooga News(E) | 22,814 | .06 | .06 |
| **Chattanooga Times(M) | 23,967 | .07 | .07 |
| **Chattanooga Times(S) | 23,598 | .07 | .07 |
| †Memphis Commercial Appeal.....(M) | 84,862 | .18 | .15 |
| †Memphis Commercial Appeal.....(S) | 111,178 | .19 | .18 |
| *Nashville Banner(E) | 41,700 | .07 | .07 |
| *Nashville Banner(S) | 42,931 | .08 | .08 |
| VIRGINIA. | | | |
| ‡Bristol Herald Courier.....(M&S) | 8,582 | .04 | .04 |
| †Danville Register and Bee(M&E) | 12,632 | .045 | .045 |
| Newport News Times-Herald.....(E) | 9,941 | .05 | .05 |
| Newport News Daily Press.....(S&M) | 8,051 | .05 | .05 |
| *Roanoke Times & World-News.(M&E) | 21,420 | .07 | .06 |
| *Roanoke Times(S) | 14,500 | .07 | .06 |

Government Statement, April 1, 1922.
 *A. B. C. Publishers' Statement, April 1, 1922.
 **A. B. C. Publishers' Statement, Oct. 1, 1922.
 †Includes Bristol, Tenn.
 ‡Government Statement, October 1, 1922.

There is buying power in the South's great agricultural resources. It is no longer "The Land of Cotton" but a land of wealth and prosperity brought about by a greater variety of crops and adapting production to its climatic and soil conditions.

There is buying power in the increasing industrial activity of the South. The last census shows an increase of 138 per cent in capital invested and 210 per cent in value of products manufactured. The value of her manufactured products totaled in excess of 9 billion dollars last year.

The livestock industry grew along with the rapid advance made in agricultural pursuits. This industry alone adds wonderfully to the South's great buying power and will continue to do so because of the fact that the South possesses the advantage of all around grazing.

The South has also turned to the manufacturing of her metals, the refining of her petroleum, making of coke, utilizing her own lumber, and the development of her water power.

All of this is bound to increase to a greater degree, the purchasing power of not only the South, but of the entire nation.

Right Now the Opportunities Encourage the Advertising of All Merchandise of Merit in This List of Southern Dailies.

THE INDUSTRIAL DEVELOPMENT OF INDIANA

First among the forces that have combined to make possible industrial development in Indiana must be put the geographical location.

Included within her borders is the center of population and the center of manufacturing for the United States as a whole.

Moreover the state touches the Great Lakes and lies across the path of the great trunk lines of railroads with branches to every corner of the State. Railroad mileage exceeds 7,500 miles. Besides steam roads, electric inter-urban traffic is the heaviest in the country.

Its manufactures include automobiles, machinery, furniture, steel, pianos, phonographs, tinsplate, oil refining and meat packing. All this means that the people of Indiana are assured of steady work, high wages and profitable business for every one.

Indiana ranks sixth in coal production and twelfth in petroleum production.

The following Indiana dailies intensively cover merchandising areas that will profit you.

| | Circulation | Rate for 5,000 lines |
|--|-------------|----------------------|
| †Decatur Democrat (E) | 3,165 | .025 |
| **Evansville Courier (M) | 24,668 | .06 |
| **Evansville Courier (S) | 22,571 | .06 |
| †Fort Wayne Journal-Gazette (M) | 23,490 | .07 |
| †Fort Wayne Journal-Gazette (S) | 26,080 | .07 |
| †Fort Wayne News-Sentinel (E) | 32,492 | .08 |
| †Gary Evening Post and Tribune (E) | 9,125 | .05 |
| *Indianapolis News (E) | 115,634 | .20 |
| †La Porte Herald (E) | 3,768 | .025 |
| ***South Bend News-Times (M) | 9,702 | .06 |
| (E) | 10,669 | |
| ***South Bend News-Times (S) | 18,464 | .06 |
| ***South Bend Tribune (S) 19,500 (E) | 17,603 | .055 |
| **Terre Haute Tribune (E&S) | 22,818 | .06 |
| **Vincennes Commercial (M&S) | 5,453 | .03 |

†Government Statements, October 1, 1922.

*A. B. C. Publishers' Statement, April 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.

IN THE COURTS—(Continued from page 236)

Newsboy Regulations.—That newsboys are not employees of newspapers and therefore the paper is not liable under the Minnesota compensation act for injuries sustained was the testimony of the circulation manager of the Duluth News-Tribune in the trial of Daniel St. Armour as father of Louis St. Armour, aged 15, against the Duluth Street Railway Company, in March, in a Duluth district court. He explained that newsboys, practically speaking, were their own employers in that they purchased and sold papers of their own free will. This newsboy who had a "badge" permitting him to sell papers on the street cars injured his hand when the doors of the car closed on it, and he sought to recover \$6,250. A verdict was returned for the car company. Testimony in this case showed that the newspaper was permitted to have newsboys on the street car without paying for the privilege. So the newspaper was interested in the case because of possibility of a claim against it had the verdict been against the street car company.

Newsboys under the age of 16 are prohibited from selling papers on the streets on days when school is in session, under the provisions of the new Virginia child labor law, which became effective June 15. Boys under the age of 12 are debarred from selling papers on the street at any time. All newsboys will be required to procure a badge from the school authorities. Boys under 16 will not be permitted to sell papers before 6 a. m. or after 7 p. m. on any day. The law does not apply to boys delivering papers or magazines on regular routes.

Racing News Publication Upheld.—Press associations and newspapers are entitled to circulate reports of race results, Judge William Hurley of the Cook County (Ill.) Criminal Court ruled on March 29. The decision was made in the trial of officials of the General News Bureau, charged with conspiracy to commit a crime against public morals by selling race results to its clients. M. J. Tennes, H. S. Argo and John Morelock, officials of the company, were arrested a year before on the charges. After the prosecution had presented its evidence, intended to show conspiracy to violate the law, Judge Hurley announced that it was unnecessary for the defense to present any evidence. "I will instruct the jury to bring in a verdict of not guilty," he said, "if the case is carried to a conclusion. No law

has been violated. There is no statute which prevents a press association from carrying the race results, any more than it prevents the presentation of any other sport." The state's attorney agreed to dismissal of the charges. Entanglements about whether daily newspapers of Michigan can or cannot print racing results, which has been in several courts for months, were temporarily solved in September by the granting of an injunction restraining the police from interfering with Daily Racing Form, a Detroit race track publication, issued by Louis Grosscup. The injunction will hold until the supreme court of this state rules on the constitutionality of a law prohibiting publication of race results. Meantime newspapers are printing results and odds in full.

FOREIGN

French Law of Right of Reply.—An action in the French courts by a weekly journal, Les Echos de l'Exportation, against another weekly, L'Exportateur Français, in May, brought once more before the public the interesting French law of the right of reply. This law says that where a person is specifically named or indicated in an article, the newspaper or periodical publishing such article must, if called upon to do so, print in the identical position in which the first article appeared a reply thereto by the person named or indicated. The person replying has the right to twice the space of the article to which he replies, and should his reply go beyond that, he can be called upon to pay for such excess only the rates the paper charges for insertion of legal notices. Over-zealous patriotism caused the Exportateur Français in one of its articles to treat a member of the staff of Les Echos de l'Exportation a little too violently. The latter immediately claimed the right of reply afforded by the law. At first, the Exportateur Français refused to insert his reply. When eventually it did insert it comment was added which only aggravated matters. The affair then went before the court, which fined the Exportateur Français Fr. 20,000 for libel and ordered that paper to print the judgment in its columns. Should the offending journal hesitate to insert the finding of the court, its proprietors are liable to an additional fine of Fr. 1,000 (about \$100) for every issue published not containing the judgment.

IN THE CANADIAN COURTS

Newspaper Responsible for Advertising, as Well as Reading Matter in its Columns.—That a newspaper must assume full responsibility for all matter published in its columns, whether reading matter or advertising, was the finding of the Superior Court in Montreal, in March, in the action of "Elie Napoleon Turner against La Patrie for defamatory libel: Turner sued on the ground that the newspaper had published statements of a libelous nature. The paper denied responsibility, declaring that the statements had appeared in a paid advertisement inserted on the authority of the Minister of Agriculture of Quebec. The court held that the newspaper could not be excused for publishing the name of Turner in an injurious and defamatory article, even under the authorization of the Minister of Agriculture, and granted plaintiff \$100 damages.

Publishers Win Newspaper Excess Price Case.—Appeal of the Fort Frances/Pulp & Paper Company from the judgment of Justice Riddell in the case of the Winnipeg (Man.) Free Press and other western Canada newspapers against the company, was dismissed with costs. The newspapers sought to recover \$125,000 alleged to have been paid the paper company in excess of prices fixed by the Paper Controller or Paper Control Board during the war. The Fort Frances Company counter-claimed, on the ground that the statutes and orders-in-council under which the paper controller and paper control board acted were "ultra vires," and demanded \$2,430,000, the alleged difference between the market price and the price at which it had been compelled to furnish paper. Judge Riddell dismissed the counter-claim and gave judgment in favor of the newspapers. The appeal court found that paper was supplied to the plaintiffs on the terms that the price was provisional, "to be adjusted according to prices fixed by the tribunal." No matter what the means were by which the appellants were forced to take those terms, they entered into contracts for the supply of paper at those prices. Having entered into the contracts, there was no escape. They were bound to adhere to them whether the tribunal was legitimate or not.

Guessing Contests Banned.—Baseball guessing contests conducted by several newspapers in Western Canada were pronounced illegal by the Manitoba Court of Appeals.

Montreal Star Wins Long Standing Libel Case.—A legal victory for the Montreal Star Publishing Company, Ltd., was recorded in a judgment handed out on April 25 by the Court of Appeals, finally settling litigation which had been in progress since 1912 between The Star, Lyons Cut Rate Drug Stores, Ltd., and Lea Jubinville, formerly head of the firm, then known as Lyons Cut Rate Drug Stores. Mrs. Jubinville took action against The Star in 1912 for damages, and judgment was given against her with costs. The case was taken to the Court of Review, and the judgment confirmed. The Star then claimed payment of costs from Mrs. Jubinville, and she replied that she had nothing with which to pay the claim. She stated that she had sold her business, run under the name of Lyons Cut Rate Drug Store, to the firm of Lyons Cut Rate Drug Stores, Ltd. The

Star seized 45 shares in the latter company owned by Mrs. Jubinville, and had them sold, raising \$202.50 thereby. This was not sufficient to meet the bill of costs. The Star further claimed that Lyons Cut Rate Drug Stores, Ltd., owed Mrs. Jubinville \$45,000 worth of stock in the company, and took action to force the company to issue these stocks, so that she might be able to pay the full bill of costs. Dame Jubinville and the company contested this action, saying that she had abandoned her right to any further interest in the company, some time before the judgment was rendered. The Star maintained that this abandoning of her rights and interests in the company was fraudulent, and claimed that it should be set aside. The Superior Court, however, held that the abandoning of interest in the company was regular, and turned down the Star's petition. Against this decision the Star appealed, and the Appeal Court, in rendering final judgment, upheld the Star's contention, declaring that there was "apparent fraud" in the ceding by Dame Jubinville of her interest in the Cut Rate Drug Store business.

GENERAL CANADIAN DATA

NEWS SERVICES

British United Press, Limited, 171 St. James street, Montreal; Charles F. Crandall, general manager.
Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesey, general manager.

NEW DAILY PAPERS

Owen Sound (Ont.) Sun-Times—daily edition.
Toronto, Ont.—Shing Wah (Chinese daily)—T. W. Wang.

NEW HOMES ERECTED

Montreal Gazette.
Montreal—La Patrie.
Toronto Telegram.
Windsor (Ont.) Border Cities Star.

DAILY NEWSPAPER CONSOLIDATIONS

Kitchiner (Ont.) Daily Telegraph—absorbed by Daily News-Record.

BUSINESS TROUBLES

North Bay (Ont.) Daily Nugget.

CELEBRATIONS

Toronto (Ont.) Mail & Empire—10 years old.

CHANGES IN PRICES

St. John (N. B.) Telegraph—7 to 8-column page.
St. Thomas (Ont.) Times-Journal—7 to 8-column page (12½ ems).

MISCELLANEOUS ASSOCIATIONS

Canadian Pulp and Paper Assn.—Sec'y, Edward Beck, Drummond Building, Montreal.

For other Canadian data see Index on Pages 242 and 244.

AN EXTRAORDINARY RECORD

During the eight months ending January 1, 1923, this service accomplished one of the most remarkable achievements in the newspaper syndicate field. Although only in business a short time we have to offer fifty features by some of the best writers and artists available, and are doing business with almost every newspaper using live, up-to-the-minute material.

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feature
features

WIRE OR WRITE

C-V NEWSPAPER SERVICE

BORDEN BUILDING

NEW YORK CITY

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The Metropolitan Newspaper Service

150 NASSAU STREET, NEW YORK

MAXIMILIAN ELSER, JR.
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ASSOCIATE

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METROPOLITAN WEEKLY SHORT FICTION

(Illustrated, for Saturday or Sunday use—or serialized.)

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NOVELETTES

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GAS BUGGIES, Six-column strip by **BECK**.

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HUMOR

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"**HOMER BALMY**" by **L. H. ROBBINS**
Illustrated, Every Week.

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DOWN THE ROAD, Beck's rollicking motor cartoon.

BUDDY, Inimitable all-dog cartoon by **DICKEY**.

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"Your Home and You"

"Versiflage"

Fairchild Fashions

(Edited by Eleanor Gunn)

MOVIES

"The Diary of a Professional Movie Fan" by **GLADYS HALL**.

BOOKS

GRANT OVERTON'S Weekly Book Chat,
"Readin' and Writin'"

HEALTH AND EXERCISE

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Thrills — Dangers — Narrow Escapes — On a
Background of Travel.

FAIRCHILD BUSINESS NEWS SERVICE

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— And Other Quality Features —

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***A. B. C. Publishers' Statement, October 1, 1922.

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Second Section

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Pages I to VIII

BURNHAM HOPES FOR ANGLO-AMERICAN
PRESS CONFERENCE SOONSees It as Greatest Hope of World Understanding—American
Newspaper Men Pay Distinguished British Colleague
Unprecedented Honors During Brief Visit

HE came, he conquered and he went. This is the only adequate description of the whirlwind six-day visit to the United States which Lord Burnham, proprietor of the London Daily Telegraph, president of the British Institute of Journalists, the British Newspaper Proprietors' Association, the Empire Press Union and the Imperial Press Conference, ended on January 24, when he sailed from New York on the steamship Orca for Jamaica, whither he goes to attend and address a sectional meeting of the Imperial Press Conference. H. E. Turner, secretary of the Empire Press Union, accompanies Lord Burnham. They will return to New York February 24 on their way home.

As he sailed Lord Burnham gave the following message to EDITOR & PUBLISHER for members of the Press Congress of the World, whose executive committee tendered a luncheon in his honor at the Hardware Club, New York, Monday, the list of guests comprising one of the most representative gatherings of newspaper men ever assembled in the United States:

"Before leaving New York I would like to take this opportunity of expressing to my good friends with whom I dined at the Hardware Club my warm thanks for the hospitable welcome given me. The occasion will remain a pleasant recollection, affording me, as it did, with an opportunity of meeting so many distinguished newspaper men of New York."

No other visiting foreign journalist has ever been accorded such a welcome as Lord Burnham received during his brief stay in New York. The arrival of his sailing time gave him the first and only moment's rest he had in America. Lord Burnham left behind him a favorable impression, such has fallen to the lot of few, if any, foreign visitors who have come to the United States and discussed international affairs since the Great War.

Those who came personally into contact with Lord Burnham, those who heard him speak and those who read his expressed opinions on international affairs in the public press were highly impressed by his cordiality, his careful handling of all subjects he discussed in public and his self-evident sincerity and friendliness.

To American newspaper men, who had the good fortune to meet him, Lord Burnham was just a fellow journalist. There were no frills or formalities about him. His friendliness and good humor won him admirers wherever he went. Lord Burnham was at his best when talking to representatives of the press about professional problems, and in his public utterances he never failed to include a compliment to the American newspapers.

Lord Burnham said time and again that he hoped America would join Great Britain soon in an effort to bring order out of the chaos that now exists in Europe, and he did not hesitate to say that until America does take a hand in European affairs there can be no peace. But in everything Lord Burnham said he made friends, even among those who believe and are teaching radically different doctrines.

Lord Burnham has the happy faculty of thinking twice of what he is saying in public. He is quick-witted and his

smile is a popularity winner. He talks in simple words that, however, do not lack for force or effect. His method of delivery is precise and slow, so that it is almost possible to record his verbatim by long hand.

During his six days in New York Lord Burnham spoke publicly on three occasions—on Saturday, January 20, before the English Speaking Union at the Hotel Astor, with Paul Cravath, one of New York's leading lawyers, presiding; on Friday, before Columbia University, as the guest of President Nicholas Murray Butler; and on Tuesday afternoon before the Society of Pilgrims at the Bankers' Club, with Chauncey M. Depew presiding. On each occasion he pleaded for a firm "league of friendship" among English speaking nations as the only remedy

for the ills of all the world. The tenor and thought of all his public remarks were probably best summed up in his Pilgrim Society address, the day before he left.

"We must arrive at one agreed and creditable settlement of this question of the British war debt to the United States," Lord Burnham said. "It is not to the interests of America in the long run, and taking the long view, to impoverish and weaken Great Britain. On the other hand Great Britain requires American good-will and common action."

"The fact of an accepted and acceptable settlement is of far more importance than the figures involved. We are both fair-minded communities and we stand for a fair deal."

"Even recently I should have been glad to see for myself—I do not touch American politics—an agreed policy as to the evacuation of the occupied territories in Germany between our two Governments."

Lord Burnham said the power of the press was constantly growing because it was the only means to reach the millions of a democratic state in a big way. It was a power with which statesmen had to reckon, he added.

"I believe an Anglo-American press

conference would be an excellent thing," he said. "We had an imperial conference in Ottawa three years ago. Happy though we were I felt something helplessly wanting as long as the United States was not in it."

"As the world is becoming more unified by the cable, the telephone, the wireless and the radio, the present difficulties which are threatening it with chaos and anarchy will be settled and must be settled by an overwhelming public opinion. The newspapers, which create and guide this majestic force and power, occupy one great editorial room with adjoining desks by means of these marvelous methods of communication. They must create public opinion, acting and reacting without regard to national boundaries, and to that there must be added in some form an interlocking method for promoting world peace, civilization and liberty."

Among newspaper men, Lord Burnham was at his best. Leading newspaper men of the United States officially welcomed him Monday at the luncheon tendered him by the Press Congress of the World, at the Hardware Club, New York, at the dinner given by Frederick Roy Martin, general manager of the Associated Press, Monday evening at the University Club, and at the dinner of the Association of Foreign Newspaper Correspondents Friday evening at the Hotel Brevoort.

The Press Congress luncheon was presided over by James Wright Brown, secretary-treasurer, in the absence of President Walter Williams, who was unable to be present because of pressing legislative engagements in connection with the University of Missouri School of Journalism, of which he is dean. Frank P. Glass, editor of the St. Louis Star and vice-president of the Press Congress for the United States, welcomed Lord Burnham to America on behalf of the Congress and Melville E. Stone, secretary and counsellor of the Associated Press, an old friend of the Burnham family, bade him welcome on behalf of the whole newspaper fraternity of America. The attendance was representative of the entire daily and weekly newspaper press of America. Those present were:

President Paul Patterson of the American Newspaper Publishers Association; John C. Brimblecom and Wallace Odell, president and vice-president, respectively, of the National Editorial Association; Herbert L. Bridgman, chairman of the Publishers Association of New York; W. F. Bullock, president of the Association of Foreign Newspaper Correspondents; Dr. Willard G. Bleyer, past president of the American Association of Teachers of Journalism; Karl A. Bickel, president and general manager of the United Press Association; John F. Bresnahan, business manager the New York World; Percy S. Bullon, American correspondent of the London Daily Telegraph; W. T. Dewart of the Munsey Publications; Roy W. Howard of the Scripps-Howard Newspapers; Frederick Roy Martin, general manager the Associated Press; Bradford Merrill, general manager the Hearst newspapers; Thomas H. Moore, associate director A. N. P. A. Bureau of Advertising; Lincoln B. Palmer, manager the A. N. P. A.; John F. Redmond, managing editor Editor & PUBLISHER; Erman J. Ridgway, New York Herald; Henry L. Stoddard, proprietor and editor New York Evening Mail; Ralph B. Strassburger, proprietor the Norristown (Pa.) Times and Herald; H. E. Turner, secretary Empire Press



Photo by Keystone

Lord Burnham's smile is a winner. The countless friends he made in America during his week's visit are best proof of it. The camera caught him still smiling when the Steamship Orca sailed from New York for the West Indies, Wednesday, in the midst of a raging snowstorm.

Union; Louis Wiley, business manager of the New York Times.

After toasts were drunk to the President of the United States, Warren G. Harding, editor of the Marion (O.) Star and a fellow member of the Press Congress, and to the guest of honor, Lord Burnham gave an informal talk on European conditions, which he said were adequately described by the provincial mayor who declared: "The future of the world is very dark and obscene."

What impressed Lord Burnham most about the American newspapers was the large amount of European news they carry daily and the intimacy they enjoy with American public men, especially the government officials.

He said it made him proud to be informed that in spite of the close relations of the press and the government a confidence had never been violated. Lord Burnham said European newspapers were not as able financially to carry the same volume of American news as is published in America on Europe, much as they would like to, but the amount is constantly being increased. He said, too, that he had been striving for, and hopes to see effected some day, a relationship on the part of the British government and the British press such as exists in America.

As evidence of his belief it could be done as well in Britain as in America, Lord Burnham told how he had been instrumental in having Lord Riddell appointed press representative of the British government during the war, with most satisfactory results. He described how the Government issued information to the press in the form of white and pink bulletins. The white information was for publication, while the pink was strictly confidential and solely for the guidance of the editor.

In this experiment, which involved dealing with all classes of the entire press of the British Empire, Lord Burnham said a confidence was broken only once, that slip being an excusable one on the part of a sub-editor in the absence of the editor. However, with the end of the war, the intimate relationship on the part of the government with the press ceased. Lord Burnham said he is doing his utmost to have it revived and made a permanent British policy.

"Even if our governments can't agree, a working agreement between the press of Great Britain and the United States would have more effect in bringing about peace in Europe than any government has today," said Lord Burnham.

In the course of a round table discussion, which the luncheon developed into, with the consent of the guest of honor, Melville E. Stone told Lord Burnham that he had been working for years, but without success, to obtain the admission of an accredited American press correspondent to the Press Box at the British Parliament. He asked if it ever will be possible to have such American representation. Lord Burnham said that, while there were many peculiar difficulties in the way of success at present, such as precedent and custom, he would be glad on his return, to give any aid he could to the project.

President Walter Williams sent the following telegraphic message to the gathering:

"Please present to Lord Burnham and our other guests cordial and fraternal felicitations and express to them my regret at my enforced absence. Will you give our distinguished visitor a special welcome for the executive committee of the Press Congress of the World. He adds distinction to the name of Burnham, a great and honorable name in journalism. He upholds in the Telegraph the finest traditions of our profession and his unselfish interest in the welfare of journalists and his leadership in every enterprise that promotes their comradeship and advancement makes him a colleague whom we all delight to greet and honor."

Frank A. Munsey and Adolph S. Ochs were unable to be present because of illness.

Of the out-of-town guests, President Paul Patterson of the A. N. P. A., came from Baltimore, Frank Glass came from St. Louis and President Brimblecom of the National Editorial Association came from Newton, Mass., especially for the luncheon.

"Though of many diversified and highly competitive interests we are all here today at the same board as emblematic of the new spirit of brotherhood and good will, which seems to me to be surely, though slowly, leading America into world affairs," said Mr. Brown, introducing Lord Burnham.

At Frederick Roy Martin's dinner Monday evening, the board of directors of the Associated Press greeted Lord Burnham, who there gave his most intimate journalistic talk. He said:

"Since I arrived in New York I have received much hospitality. The other night as I sat in my father's chair at the office of the Daily Telegraph, in Fleet street, they brought me an editorial proof on which I read that 'above all we must be careful not to incur American hospitality.' I found that 'hostility' was the word intended. Not the printer's devil but the printer's demon led him astray. American hospitality requires a lot of digestion, but American friendliness is one of the best digestives in the world.

"Disraeli once said: 'I am a gentleman of the press; I bear no other "scutcheon," I, too, am a gentleman of the press, and I bear Clio, the muse of history, and Mercury, the winged messenger of the Gods, as what we call the "supporters" of my armorial shield. There is a real brotherhood among newspaper men all the world over, and I am very glad to meet here tonight the editors of the Associated Press.

"How many the papers of the world may be I don't know, but I do know that in Great Britain the number of papers and periodicals sold in one year is about seven thousand millions. We are responsible among us for most of the influences which form the opinion and determine the conduct of the world.

"Two friends of mine went not long ago into a revivalist meeting and a well-meaning member of the congregation came up to them and asked 'Are you saved?' 'No,' they answered, 'we are journalists.'

"Whether we like it or not, we are responsible for a large part of the life of the world. If by any coincidence you could assemble in one room the directors and editors of the world's newspapers, and they were to agree—which I grant you is almost inconceivable—to proclaim peace, there would be peace, but if they were to declare for war, war there assuredly would be.

"Some five years ago in London I had the great pleasure of taking the chair at a dinner to Mr. Melville Stone, the grand old man of the news men of the world. He has stood all ways for veracity and accuracy in the collection of news, and what counts in journalism is the handling of news. Not long ago Mr. Robert Donald, one of our able editors who may be known to you, said: 'Give me the news columns to manipulate, and I will give you all the editorials that you want.' Therefore, to my mind the living principle which we ought always to follow is to keep the hand of the politician and the financial off our news columns. Let news speak for itself. Great is Truth, and in the long run it will get home.

"We all believe in publishing the news and letting the public judge. It has its dangers and disadvantages no doubt, but everything in this life is a balance of evils, and I believe emphatically that the suppression of truth is the suggestion of falsehood. You may recollect a story of Delane, the famous editor, for forty years, of the London Times. He heard, at one of the fashionable houses at which he was always a welcome guest, some piece of news which was believed to be a profound secret. 'What are you going to do with it?' said a fellow guest. 'Publish it, of course,' replied Delane. 'What else should I do with it?' One contrasts that with the memorable rebuke of Washington at the Philadelphia Convention to a delegate who had dropped a paper on the floor and left it there: 'I must entreat gentlemen to be more careful lest our transactions get into the newspapers and disturb the public repose by premature speculation.'

"It is a curious thing that in America the greatest example that the world has ever known of making a constitution should have been completed and consummated in a silence that was not violated for forty years, while in Europe when newspaper correspondents have been kicked about the corridors of palaces, wherever conferences have been held, no secret has ever been kept that it was anybody's interest to reveal. The indiscretions of the newspaper press are nothing to the indiscretions of diplomacy, and the latter are always calculated indiscretions, generally intended to do as much harm as possible. It is to be remembered also that the newspaper people understand more or less the value of publicity, whereas the statesman is often enough dealing with a half known medium.

"We are all proud to think that the President of the United States was a professional journalist and editor, and that your Ambassador at the Court of St. James was one of the prominent figures of your newspaper life, and brings to his diplomatic duties the knowledge of men and things and the genial humor that are learned in a newspaper office better,

perhaps, than in any other centre of human interest.

"My late friend and teacher, Lord Bryce, whose name, I believe, receives an equal meed of reverence and affection from our twin nations, has said that there is no country so completely ruled by public opinion as is the United States, and every day it is becoming clearer and more apparent that public opinion in all its phases and, above all, in all its minorities—which may be the righteous remnants of good causes—can only be expressed and explained in the newspaper press.

"That grand old man of applied science, who we gladly know is still able to survey the triumphant development of his genius, Mr. Edison, struck the right note years ago. He has not always been treated well by the newspapers, but he has a great opinion of the press as a whole. 'Looking over the country,' he said, 'I have come to the conclusion that the greatest factor in our progress has been the newspaper press. When one wants to do a thing the newspapers take it up. Everybody reads the newspapers; everybody knows the situation, and we all act together.' It is those last words that I wish to stress and amplify.

"The best friendships spring," says one of our writers, 'from the comradeship of different individualities, not from the surrender of one to the other.' The American press will not take the British point of view, nor the British the American, and it would show decadence and deterioration if they did. What we want is to have no differences except in opinion. To use a modern word, the differences that mean discord are temperamental differences. I don't believe that there are temperamental differences, and I am sure that there are no moral differences in the outlook of the British and American press.

"That being so, I have always thought it would be of the highest import and the fairest promise if the able editors and the powerful directors of our newspapers could meet together in common council, not to lay down the law one to another, for newspapers care more for the moralities than for the legalities of the world's affairs, but to discuss the great questions of common interest and mutual benefit.

"We have had, greatly to our advantage, two Imperial Press Conferences, the first presided over by father in 1909 in London, and the second under my chairmanship at Ottawa in 1920, but such conferences are but partial and incomplete if they do not include America and American publications. Every year, with what a Canadian financier terms a 'voracity that will not be satisfied,' the United States is devouring more news and more newsprint. As in other things, your issues from the offices of newspapers are far greater in the aggregate than ours, and your publishers are infinitely greater in number. In coming together, either on this side of the Atlantic or the other, we might be of considerable use and value on the sharing out principle, not only to ourselves but I believe, by our harmonious co-operation, for the good of the world at large.

"More than a year ago I ventured to suggest a British-American Press Conference, and I am glad to know that the proposal was well received. Last summer an invitation reached me in London from the American publishers to send a representative delegation to New York next April. Unfortunately, this was found to be impossible because of the season of the year and the exigencies of the time, but time and season may, I hope, be arranged when it would be possible. The spirit is right and is ripe for a friendly and fraternal conference of the newspaper men of the whole of the English speaking world, and I hope that it may not be far removed from us."

Those at Mr. Martin's dinner were:

Melville E. Stone; W. L. McLean, publisher the Philadelphia Bulletin; D. D. Moore, of the New Orleans Times-Picayune; C. C. Van Anda, managing editor New York Times; H. E. Turner, secretary British Institute of Journalists; Herbert Bayard Swope, executive editor New York World; Jackson Elliott and Kent Cooper, of the Associated Press; Percy S. Bullen, American correspondent London Daily Telegraph; James Wright Brown, president and editor of EDITOR & PUBLISHER; Charles A. Rook, publisher Pittsburgh Dispatch; W. H. Cowles, publisher Spokane Spokesman-Review; Charles Hopkins Clark, editor Hartford Courant; Ogden Mills Reid, editor New York Tribune; Stewart H. Perry, publisher Adrian (Mich.) Telegram; E. Lansing Ray, publisher St. Louis Globe-Democrat; Henry L. Stoddard, editor New York Evening Mail.

Besides Lord Burnham, the speakers were Frederick Roy Martin, general manager of the Associated Press, and Melville E. Stone.

Speaking at the dinner of the Association of Foreign Press Correspondents, Lord Burnham expressed the hope that

the United States would soon take part in the deliberations of the International Labor Organization of the League of Nations. During the last two sessions of the organization at Geneva, Lord Burnham presided. He said the organization, by common consent, had come to stay.

"We hope," he added, "that the day is not far distant when the United States, which is the greatest industrial State in the world, will not deny to us the inestimable benefit of its countenance and co-operation. I say this because, although at present there may be a formal bar to those who are not members of the League, this can easily be removed, and there are no lurking dangers in the International Labor Organization of being dragged into the turbid waters of European hostilities."

Melville E. Stone, who introduced the speaker, said he had assurances that the United States was now ready to join in a world court of peace. He said he had been informed that the Administration at Washington was now ready to take this step.

Warren T. Bullock, American correspondent to the London Daily Mail, president of the Association, presided.

WASHINGTON APPROVES AGENCY SYSTEM

State Press Association Says 1922 Resolution Was Directed Against Those Who Intervene Between Advertising Agency and Publisher

(By Telegraph to Editor & Publisher)

SEATTLE, Jan. 23.—Standing firm on its action of last year, opposing the middleman in advertising, the Washington State Press Association took steps to clear up the misapprehension that the organization's attitude is directed against the existing agency system, at its semi-annual business session held in connection with Journalism week at the University of Washington, January 18, 19 and 20.

The question was brought up through a telegram from James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, who stated that the Washington Press Association last year adopted a resolution hostile to the present established agency commission system, which he said "has been paraded all over the country in rate breaking propaganda."

The facts are that the association's resolution a year ago was directed against the middleman and not against the agency commission system. The association executive committee instructed its secretary to clear up the erroneous impression by letter. The Washington publishers take the position that the elimination of the middleman will protect the agency system, rather than discredit it.

By middleman the association means any agency doing business between a legitimate advertising agency and the publisher. The Washington publishers consider as legitimate agencies those of the type which are approved by the American Association of Advertising Agencies of which Mr. O'Shaughnessy is executive secretary.

The association decided to continue the field manager plan for another year, and authorized the purchase of an automobile for his use in traveling about the state. It also decided to procure as nearly 100 per cent as possible a uniform casting box service so that every publisher in the state will be able to handle mats for news and advertising.

Trade journal men in session of the Washington State Trade Journal Association elected officers for the year. T. Johnson Stewart, editor Northwest Merchant was elected president; Dale Strong, editor, New West Trade, Spokane, vice-president, and William Albade, Pacific Builder & Engineer, secretary-treasurer. An executive committee composed of Paul Jensen, Pacific Caterer; Joe Tepley, Pacific Northwest Retailer, and Edwin Selvin, editor the Business Chronicle, was elected.

LAW WOULD LEGALIZE APPRENTICESHIPS

New York State Publishers Association Approves Legislative Bill Providing for Agreement Between Parents and Employers for Trades Training

ALBANY, N. Y., Jan. 24.—Governor Alfred E. Smith was the guest of honor at the luncheon of the New York State Publishers' Association today at the Ten Eyck Hotel, which was attended by 60 members attending the annual meeting of the association, the largest in recent years. Gov. Smith disclaimed familiarity with the business of publishing newspapers and did not enter into a discussion of their problems. He confined his brief talk to his plan for the reorganization of the present offices, departments, bureaus and commissions whose activities are often duplicated into a small number of consolidated and responsible heads and urged support of the newspapers in the interest of more efficient government.

Owing to the failure of as many editors of the newspapers represented to attend as was expected in response to the general invitation the question of the organization of an editorial section of the association was referred to a committee, comprising N. F. Maddiver, Niagara Falls Gazette, chairman; Burrows Matthews, Buffalo Express; and T. E. Brundage, Lockport Union-Sun. The committee had a meeting and reported that it would be advisable to prepare a plan for organization and call an organization meeting at a later date which will be before the summer meeting. The circulation managers have their own organization and the advertising managers organized last November at the Syracuse meeting with Frank Wood, Rochester Times-Union as president. There has been no meeting of the advertising managers since the organization meeting and Mr. Wood announced that the meeting scheduled for today would be postponed to February 27 at the Onondaga Hotel, Syracuse.

Frederick H. Keefe, of the Newburgh News, the new president of the Associated Dailies, made a report of the bills now introduced in the legislature and the proposed bill to regulate the fees of printers based on circulation, as chairman of the joint legislative committee of the three associations of New York newspapers outside of New York City. The bills were discussed and no objections made to them.

The association went on record as opposed to the bill of Senator Lowman and Assemblyman O'Connor, which, in effect, aims at the nullification of the Donnelly anti-trust law, and recites that the labor of human beings is not a commodity and that there shall be no restrictions on the right of labor organizations to combine to promote their welfare. The sponsors of the bills assert that they are against syndicalism, but are said to be in practically the same form as the Meyer-Martin bills passed by the legislature last year and was vetoed by Governor Miller. These bills would have permitted the photo-engravers' unions to dictate the price of the product of their labor. The association as well as the A. N. P. A. opposed the bills at a hearing before



FRANK GANNETT



CHARLES H. CONGDON

Governor Miller and the legislative committee will oppose the present bills. Another bill to be sponsored by L. A. Wilson of the state vocational bureau of the state education department relating to apprenticeship, was favored. The bill will make possible the making of agreements between parents and employers whereby the apprentice will be assured of the proper training and the employer of the benefit of his labor. The bill also is said to have the support of organized labor.

H. N. Kellogg of the A. N. P. A. discussed labor problems at an executive session of the association and declared there is no basis in fact for any increased wage scale, i. e. said the earning power of the dollar had appreciated from 22 to 23 per cent above the peak of the highest cost of living reached during the war and yet increases are demanded because of the present living costs. Of the wage adjustments in the past six months, Mr. Kellogg said there had been 25 increases, 24 continued the same and but six reductions.

L. B. Palmer, manager of the A. N. P. A. discussed the print paper situation and warned the publishers that the outlook for 1923 is unfavorable as it is estimated that there is but a 100,000 ton leeway. He said the reading matter in newspapers had increased from 10 to 15 per cent and that it was not justified by the advertising carried. He predicted that the market is bound to tighten unless something is done to reduce consumption, and thus far the efforts of the A. N. P. A. in this direction have been fruitless.

The association adopted the report of John W. Baker, chairman of the committee on education with its recommendations for continued support of the Empire State School of Printing at Ithaca, which will enable the student capacity to be doubled. The report states that continuation of the assessments of \$5 per journeyman employed by the members every three months would permit increasing the enrollment to 96 a year and reduce the cost to the association of placing a graduate in the printing industry from \$194 to \$82. Ross W. Kellogg, director of the school, said it was opened May 1 and now has a full capacity of 25 students, taking a six months' course. He said there is a waiting list sufficient to double the list of students as soon as the additional equipment can be provided. There is also a demand for graduates and 50 could be placed in shops at once. "The school aims at turning out a well balanced workman as well equipped as a two years' apprenticeship in a shop will give," declared Mr. Kellogg.

The school was the principal topic of discussion at a dinner of the Albany District Typothete at the Hampton Hotel last night, which was attended by many members of the publishers' association. Mr. Kellogg and Frank E. Gannett of Rochester, president of the association, were the speakers. James T. Whitehurst of Troy, president of the Typothete presided.

President Gannett was authorized to appoint a committee to prepare a memorial on the death of William Masterman, vice-president and general manager of the Hornell Tribune-Times, following the meeting of the Associated Dailies at the Ten Eyck Hotel.

The election of officers resulted in the re-election of the present officers as follows: president, Frank Gannett, Rochester Times-Union; first vice-president, Edward H. Butler, Buffalo Evening News; second vice-president, Lynn J. Arnold, Albany Knickerbocker Press and Evening News; treasurer, Gardiner Kline, Amsterdam Recorder; and secretary, Charles H. Congdon, Watertown Times.

Hartman Insisted on Being Fined

J. C. Hartman, editor of the Waterloo (Iowa) Evening Courier, January 4, insisted in having himself found guilty and fined for shooting squirrels out of season. While out rabbit hunting he shot and killed two squirrels 34 hours after the open season for these animals had closed and Mr. Hartman filed his own complaint when he learned the closing date of the squirrel season.

PLAN N. E. A. WELCOME IN N. Y. STATE

Associated Dailies Will Hold Summer Meeting in Buffalo in Conjunction with Visit of National Organization —F. H. Keefe Chosen President

ALBANY, N. Y., Jan. 23.—Dr. James A. Hamilton, secretary of state, discussed the ethics of the newspaper profession today at the 24th annual meeting of the New York Associated Dailies at the Ten Eyck Hotel. He branded the writer who willfully distorts facts as a traitor to the profession and declared that a publication which allows its news columns to be controlled, or its editorial policy to be dictated by advertising patronage to be worthy of supreme contempt. He paid a tribute to the newspaper men as loyal hard workers who never violate a confidence.

"A newspaper should carefully and jealously guard its readers because they are its best friends," he said in the course of his speech. "If loss sustained through false and misleading advertisements cause your readers to desert you, your business reputation is gone; and, as surely as the night follows the day, your fraudulent and deceitful advertisers will immediately lose interest in your publication and withdraw their support.

"There is no more potent agency today for promoting human progress than the press. The press can do much in promoting domestic tranquility by supporting law and order, and by inspiring the youth with a proper appreciation of American citizenship. With our literate population growing larger, there has grown with it a greater degree of interest in public affairs. Reading, whether from newspapers, magazines or books has become an essential feature of American life. Knowledge is power more surely today than ever before in the history of the country. As the electorate increases in intelligence, better government results. With universal suffrage, a more progressive spirit is in the air, and human rights as well as vested rights, are given public consideration."

F. H. Keefe, publisher of the Newburgh News, was elected president to succeed A. R. Kessinger of the Rome Sentinel; C. D. Osborne of the Auburn Citizen, vice-president to succeed Mr. Keefe, and Henri Hall, Jamestown Journal, re-elected secretary-treasurer. Mr. Keefe appointed the following committees: legislative, C. D. Osborne, Auburn Citizen, chairman; Wallace Odell, Tarrytown News, and Gardner Kline, Amsterdam Recorder; membership, E. D. Corson, Lockport Union-Sun and Journal, chairman; John W. Baker, Ithaca Journal-News, and Thomas J. Blain, Port Chester Item; co-operation, John F. Rolfe, Corning Leader, chairman; T. D. Woods, Dunkirk Observer, and A. C. Deuel, Niagara Falls Gazette. The latter is a new committee to consider some of the questions that are discussed at the annual meetings.

The question box discussion relating to advertising, circulation, labor, costs, accounting and features occupied the greater part of the program, the answers of each member having been submitted in advance in the form of questionnaires. An interesting subject was the publica-

tion of radio programs. Several publishers in the vicinity of broadcasting stations said they were compelled to use the programs by the insistent demands of readers, while others more remote had not adopted the practice. All agreed that the programs are unproductive of advertising. Features are being used by practically all the publishers and were said to be good circulation builders and holders that are worth while, except publishers in territory covered by the New York city papers where it was said the competition could not be successfully met. A rotogravure section was considered unprofitable by all, and but one publisher was found to be using it.

Opinion was divided on the question of employing an executive secretary, under the plan of the New York State Press Association and the proposition of combining the various state associations, but no action was taken.

Wallace Odell announced that at a meeting of the executive committee of the New York State Press Association, J. W. Shaw, of Elmira, had been chosen field secretary and that an intensive campaign would be launched to increase the membership to 300. He said a meeting of the association would take place at Buffalo, July 6 and 7, in advance of the meeting of the National Editorial Association on July 9, and it was decided to have the summer meeting of the Associated Dailies at Buffalo at this time so that the members could attend the meetings of the other associations, and also join the trip of the N. E. A. The date will be fixed later by the president and secretary, after communicating with the other associations.

F. H. Keefe, chairman of the legislative committee, explained the bills introduced by Senator Baumes and Assemblyman C. C. Smith relating to fees of printers, and the proposed bill the committee is drafting for early introduction supplementing the pending bills, which changes the existing rates and makes them adjustable to the circulation of the publication. The proposed bill will include the publication of notices of primary elections of a half-page advertisement, twice in weeklies and three times in dailies having a circulation in towns, cities and villages, official nominations, election notices, registration notices, instruction in use of voting machines, notice of tax assessments, reports of county, city and village treasurers, reports of town, city and village audits, tax propositions and notices of collection of taxes and sale of property for taxes. The provisions for the publication of all these forms will be in display type on the basis of twenty-five words to the column inch and more frequently than under existing laws. The rates are to be determined in accordance with the circulation.



F. H. KEEFE



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Tageblatt Building Collapses

Fifteen persons were killed and a score more seriously injured when a section of the building occupied by the Berlin Tageblatt collapsed January 24. The disaster occurred just as the members of the editorial staff and clerical forces had reported for duty in the morning. The newspaper which occupies a portion of the so-called Mosse House, was undergoing a thorough overhauling. A 7th floor was being added to one side of the building, and it was piled with heaps of gravel and earth to be used later. The concrete slabs on which they rested suddenly gave way and the entire mass crashed through to the lower floors.

Jones' Library Brings \$137,865

The later library of Hershel V. Jones, editor of the Minneapolis Journal, was sold at auction at the Anderson Galleries, New York, January 23, bringing a total of \$137,865. His earlier library was sold in 1918 for \$391,854.

\$25,000 to Advertise Iowa

The Des Moines Register and Tribune has announced that it will spend \$25,000 during 1923 advertising Iowa in New York and Chicago newspapers and other publications. These papers have also offered \$1,000 as prize money for winning slogans to be used in the advertising campaign.

KILL LICENSING PLAN FOR NAVY RADIO MEN

Newspapers and Naval Heads Opposed Legislation Which Would Have Placed Operators Under Commerce Department Control

WASHINGTON, D. C., Jan. 25.—Joint opposition of the Navy Department and publishing interests to proposals that navy radio operators be licensed by the Department of Commerce, through provisions of the White Radio Control bill recently reported to the House, has been responsible for elimination of the plan. Under the terms of the measure as presented by the House Merchant Marine Committee, it is provided expressly that government operators need not be subjected to licensing feature of the proposed legislation, whether engaged in sending governmental or other business.

As the result of the elimination of the original plan to require government operators, mainly navy operators, to be licensed when sending or receiving other than governmental messages, there will be no change in the navy's method of handling press and other commercial dispatches, particularly on the Pacific stations, where navy radio constitutes an important means of transmitting press dispatches to and from certain sections of the Far East.

Navy officials, including Secretary Denby and Admiral Zeigemeier, chief of Naval Communications, objected strenuously to the idea of putting navy men under any supervision outside the Navy Department. They held the proposal to be a blow at navy discipline and indicated that the navy might be forced to abandon the transmission of other than navy business if the original plan was approved. Publishers' representatives opposed the plan because abandonment of use of navy radio for press dispatches on the Pacific meant cutting off the only method of handling news exchanges with Hawaii and the Philippines.

"The effect of the provisions," said the report of the House Committee as finally presented with the governmental licensing feature eliminated, "is to free government operators from the necessity of obtaining licenses from the Secretary of Commerce. The committee believes this section of the bill removes opportunity for controversy between the several government departments using radio and fits government stations into the general scheme of regulated communication service, when such stations are being employed for the transmission of messages other than governmental messages."

The bill, as it was reported by the committee, and doubtless will be approved by the House at the present session of Congress, also provides means by which monopoly, either through control of the manufacture and sale of radio instruments, through contractual arrangements giving exclusive privileges in the transmission and exchange of messages or through other means, can be prevented.

It is specifically provided in Section 2 of the bill that the Secretary of Commerce may refuse a license to any person or corporation which, in his judgment, is monopolizing radio communication. He is authorized with respect to licenses for stations transmitting to foreign countries to impose any terms, conditions or restrictions which may be imposed with respect to cable landing licenses under the act of May 27, 1921. The act of May 27, 1921, provides that the Secretary of State, at the direction of the President, may prevent the landing of a cable from a foreign country when it is shown that cable company has monopolistic contracts or seeks to preempt a cable field against the interests of the United States or American interests.

The White bill also authorizes the Secretary of Commerce to revoke the license of any person or company which the Interstate Commerce Commission finds has made unjust and unreasonable charges or has made or prescribed any unjust and unreasonable regulation or practice with respect to the transmission of messages.

Permit for construction of radio stations or the completion of stations now under construction is required by the legislation, the issuance of such permits being lodged in the Department of Commerce.

The need of the legislation, which is designed "to give the Secretary of Commerce such powers of regulation and control as are needed to relieve the present congestion in and to bring about a more orderly and efficient use of the ether," is summarized in the House committee report as follows:

"On December 27, 1922, there were in operation in the country 21,065 transmitting radio stations. Of these 16,898 were amateur stations, 2,762 were ship stations, 569 were broadcasting stations, 39 were coast stations, 12 were transoceanic stations, and there were a few others not necessary to be enumerated. The bill before the House deals directly with these transmitting stations only. There are, however, in addition to them, receiving stations to the estimated number of 2,000,000. These receiving or "listening in" stations have a vital, though indirect, concern in this legislation. Their interest and that of the larger general public centers chiefly in the 569 broadcasting stations now in operation, and from which there is disseminated press matter (news to the papers of the country and news from the papers of the country) weather, market, and health reports, concerts, sermons, and other matter having a religious, educational and entertainment value. The rapid growth in the use of the art is seen in the fact that in July, 1922, there were but 17,421 transmitting stations. It is important to note that these 17,421 stations were using only 191 different wave lengths; that of this total number of stations, 279 were Government stations; and that this small number of Government stations were utilizing 122 of the total available wave lengths, leaving but 69 wave lengths for more than 17,000 private stations of all classes. These figures forcibly present the problem which confronts the art. There must be an ordered system of communication in the air into which all users of the ether must be fitted or there can be no intelligible transmission by this means."

A. P. BOARD GREETS RATHOM

Also Receives Message from Frank B. Noyes, Now in Calcutta

The board of directors of the Associated Press met January 24 and 25 in New York. A number of routine business matters were transacted. F. W. Kellogg, Los Angeles Express; S. S. Conklin, Long Beach (Cal.) Telegram; Richard Knott, Louisville Courier-Journal and Times; Col. R. H. Henry, Jackson (Miss.) Clarion-Ledger; John B. Gold, Wilson (N. C.) Times; and A. F. Beasley, Goldsboro (N. C.) News were present and discussed with the board, matters relating to their respective newspapers. Greetings were sent to John R. Rathom of the Providence Journal, expressing pleasure at his recovery after a long illness. A cable was received from the president of the Associated Press, Frank B. Noyes, who at the present is in Calcutta, India, enroute on a tour around the world. Attending the meeting were Stuart H. Perry, Adrian (Mich.) Telegram, Melville E. Stone; Fredrick Roy Martin; J. R. Youatt; Clark Howell, Atlanta Constitution; Charles Hopkins Clark, Hartford Courant; W. L. McLean, Philadelphia Bulletin; H. V. Jones, Minneapolis Journal; W. H. Cowles, Spokane Spokesman-Review; Frank P. MacLennan, Topeka State Journal; D. D. Moore, New Orleans Times-Picayune; E. Lansing Ray, St. Louis Globe-Democrat; H. C. Adler, Chattanooga Times; Kent Cooper, Jackson S. Elliott and Milton Garges.

A. N. P. A. Directors Meet

Paul Patterson, president of the American Newspaper Publishers' Association, presided at the meeting of the board of directors held January 25 in New York. A number of matters was considered but no announcement was made of the business transacted by the meeting. Those directors who attended in addition to Mr. Patterson, were Hilton U. Brown, F. G. Bell, E. H. Butler, Howard Davis, H. M. Kellogg, and L. B. Palmer, manager of the A. N. P. A.

Eagle Almanac Out

The 38th volume of the Brooklyn Eagle Almanac was issued this week. It consists of late state, municipal and national appointments, and is enlarged in size and in subjects covered, containing much new material, in addition to the old features.

LOCAL FEATURES BEST FOR SMALL PAPERS

Northern New Yorkers Hear D. C. Seitz, Re-elect F. D. Corse President and Endorse Field Secretary Plan

WATERTOWN, Jan. 22.—The Northern New York Press Association went on record at its annual session held here last Saturday endorsing

the proposition to secure a field secretary for the New York State Press Association, whose chief duty would be to watch legislation at Albany for the protection of newspaper interests of the state. Action was taken after P. A. Blossom, president of the State Press Association, had spoken, emphasizing the need of such a secretary.

F. D. Corse, of the Sandy Creek News, was re-elected president of the association. Other officers were re-elected as follows: first vice-president, W. J. Allen, Adams, Jefferson County Journal; second vice-president, Gary A. Willard, Boonville Herald; third-vice-president, Charles H. Congdon, Watertown Times; secretary-treasurer, Floyd J. Rich, Carthage Republican-Tribune. Directors elected were: D. W. Fuller, Antwerp Gazette; F. T. Swan, Potsdam Herald-Recorder; G. A. Willard, Boonville Herald; B. G. Seamans, Pulaski Democrat; F. L. Turner, Malone Farmer; Mrs. P. F. Mannix, Plattsburgh Press.

One of the features of the convention was the address at the banquet Friday evening by Don C. Seitz of the New York Evening World. In his address Mr. Seitz discussed three trends in journalism which he considers dangerous; the growing ownership of leading newspapers by men "who have special interests far away from journalism"; the tendency toward chain newspapers and the growing influence of the syndicated material.

"During the past few years the policy of syndicating newspaper material has grown to huge proportions, and to my mind it has had a curious effect," said Mr. Seitz. "I am convinced that it is destroying talent. I don't believe an artist has come into my office looking for a job in three years. Prior to that time there used to be at least one a month."

"If I were editing a small newspaper I would not use any of the syndicated material. If I wanted to run a series on etiquette I would find some one in my town who knew how to behave and have her write. If I wanted cartoons I would find somebody in town who could draw. They might not be as good as the syndicate cartoons, but they would be fresh. There is too much of a sameness about syndicate material. It is like a table d'hote dinner, prepared and kept warm waiting the time of serving."

"Only through a broad-gauged plan of education can the printers and publishers of the country hope for a solution of their labor problems," said Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, addressing this meeting. "Men who have made a thorough study of trade education have come to the conclusion that the responsibility for training must be placed on the industry to be served and not on the state or city. As long as the printers and publishers of the country are content with poorly trained, irresponsible workmen, matters will stand as they are at present. The New York State Publishers Association is not satisfied to let matters stand as they are. The Empire State School of Printing at Ithaca is the result."

Mr. Kellogg was kept busy for nearly half an hour answering questions regarding the organization of the school, the

training furnished and the availability of graduates.

The school of printing was started in May by the New York State Publishers Association and he explained that publishers of the state had contributed \$20,000 to the school fund last year. Of this \$12,000 was spent on equipment and the remainder used for operating expenses. Students at the school pay tuition of \$30 monthly and the balance of the cost of instruction is made up from the fund contributed by the publishers.

Mr. Kellogg explained that the school gives six months' of intensive training in hand composition, stone work, platen press work and linotype operation and mechanism. Asked how well qualified a boy is for a position after six months he replied "All we claim is that he is as good as after six months' apprenticeship training in a newspaper composing room or commercial printing plant. It is my personal opinion that our graduates are as good as many men who are drawing the wages of journeymen printers."

The demand for instruction is so great, Mr. Kellogg stated, that the New York State Publishers Association at a recent meeting in Syracuse authorized the committee on education to make plans immediately to double the school's capacity. When this is done the Empire State School of Printing will place 100 young men a year in the industry. As evidence of what is being accomplished at the school Mr. Kellogg showed many samples of work done by students.

At the Saturday morning session Prof. J. O. Simmons, of the department of journalism of Syracuse university, spoke on Good News. He deplored what appears to be a growing readiness on the part of newspapers to rely for the news upon the publicity bureaus of large organizations and business firms.

FIND RURAL COSTS HIGH

One of Big Problems of Agents in Placing Advertising

The quarterly meeting of the Western New York Press Association, held in Rochester, January 19 and 20, was attended by thirty publishers. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, was the principal speaker. He declared advertising rates in newspapers are, on the whole, correct and the business man can use his money to no better advantage than in their advertising space. "It is a better investment than wheat, cotton, steel or rubber," said Mr. O'Shaughnessy. One of the biggest difficulties the advertising agents finds in placing advertising with the weekly newspapers is the high cost of having to furnish electros in comparison to the use of mats by the larger papers, Mr. O'Shaughnessy said in suggesting a means of building up natural advertising volume.

The project of engaging a paid field secretary by the New York State Press Association was endorsed, and every member pledged his financial support to the proposition, based upon the circulation of his paper, figured at \$1.00 per hundred per annum with a minimum payment of \$10.00 and a maximum of \$25.00. A resolution was adopted endorsing the A. A. A. for its fair treatment of the publishers and decrying the effort that is being made to bring about the placing of advertising direct.

Resolutions expressing appreciation of the sterling manhood of the late C. M. Alvord, for many years editor of the Livonia Gazette, and of his contribution to the dignity of the weekly press were adopted. The next meeting of the association will be held in Rochester in April at which time officers will be elected.

New California Daily Planned

The Redwood City (Cal.) Tribune will soon be launched as an afternoon daily. George Morell, at present manager of the Palo Alto (Cal.) Times, will be the publisher, but the Tribune will be an entirely separate enterprise. The names of the editor and manager, who will be part owners of the Tribune, will be announced later.



F. D. CORSE

REPORTER'S IMMUNITY QUESTIONED AGAIN

District of Columbia Supreme Court Orders Whitney to Disclose Source of Information for Boston Transcript Articles—He Declines

Citation of R. M. Whitney, of the American Defense Society, for contempt of court may again bring up the question of immunity of newspaper men of forced disclosure of sources of information. Mr. Whitney, formerly a Washington correspondent, has been ordered by the Supreme Court of the District of Columbia to reveal the sources of information of series of articles written for the Boston Transcript on the red menace in the United States. The order of the court was issued on Mr. Whitney's refusal to make a deposition for Frank P. Walsh, counsel for William Z. Foster and twenty others, alleged to be connected with the extreme radical movement in the United States, who were arrested in a raid in Bridgman, Mich., on August 21, last.

Mr. Walsh came to Washington to obtain the testimony in the case, and the District Supreme Court issued subpoenas for the persons named to appear. Mr. Whitney appeared before Mr. Walsh at the latter's office and explained that the information required had been given him in the capacity of a newspaper man and in confidence and declined to disclose the source of his information. The District Court ruling, in the presence of Mr. Whitney's attorneys indicated that Mr. Whitney has no right to withhold the sources of his information, and Mr. Whitney faces a jail sentence for contempt if he persists in his denial.

"If my informants release me from the confidence," said Mr. Whitney, Wednesday, "I am willing to answer Mr. Walsh's questions. Of course, the question has no bearing on the question of guilt or innocence of the men on trial. Mr. Walsh has stated in court that he expected to prove that I was at Bridgman, Mich., and took part in the convention of reds; and in other words, obtained the incriminating documents myself. I never was in Bridgman in my life and his contentions on that score are absurd. I am forced to refuse to answer the question until released by those who gave the information used in the newspaper articles."

TO FOUND PARKS MEMORIAL

Virginia Newspapers to Honor State's First Editor and Printer

(By Telegraph to Editor & Publisher)

RICHMOND, Va., Jan. 24.—Fifty of the 112 members of the Virginia Press Association attended the fifth mid-winter meeting held in the auditorium of the Virginia Hotel, Lynchburg, on Tuesday and Wednesday. Trade talk featured the program. Walter C. Johnson, secretary-treasurer of the Southern Newspaper Publishers' Association, urged the Virginia publishers to standardize their rate cards, make their publications more attractive typographically and to affiliate with the state association. He was also a speaker at the dinner tendered Monday night by the Lynchburg News and Advance.

F. X. Wholley, of the Associated Advertising Clubs of the World, was the feature speaker on Tuesday, he outlined the work being done by the Associated Advertising Clubs in reference to recognition of patent medicines having merit, and of the legislative work the A. A. C. W. is doing in Washington.

Stilson H. Hall, editor of the Leesburg Times, spoke Monday on the reasons why weekly newspapers should conduct editorial columns or pages. He said the weeklies should be forces in the moral development of communities, in promoting the public school system, and in educating the newcomer into the ideals of citizenship. John Gwathmey, editor of the Ashland Herald-Progress, spoke on how to conduct a weekly in the face of city competition; he stressed the point that people who read daily papers sub-

scribe for weekly papers in their own communities, hence the dailies are in no sense a detriment to the weeklies, but educate people to read the weeklies.

Approval was given the plan to offer a silver loving cup to be awarded to the high school or prep school publishing the best and most attractive school paper, these papers are to be judged by a committee yet to be named by President M. T. Harrison.

The convention also approved the plan for a bronze tablet to be erected at Williamsburg to the memory of William Parks, the first public printer and editor in Virginia, and the establishment of the William Parks memorial scholarship in the College of William and Mary at Williamsburg, to be awarded to the sons and daughters of editors, publishers or printers, under a plan yet to be announced, a fund of \$3,000 will be raised among the editors and master printers of the state.

The delegates were the guests of the Lynchburg Rotary Club at luncheon on Tuesday. Prevalence of flu in a mild form kept many members from attending the meeting. Officers will be elected at the meeting to be held this summer.

NATIONAL PRESS CLUB MAY BUILD

Special Committee Considers New Home—Has Until March, 1924

The new administration of the National Press Club, recently installed, with Carter Field, of the New York Tribune, as president of the organization, will wrestle with the question of providing new quarters. The club's lease on the present quarters expires March 1, 1924, and decision must be reached on renewing the lease or moving to a new location.

One proposal which will be investigated by a newly-appointed committee on quarters, is to erect a building, the top floor of which will be used by the club and office space in the building rented to newspaper bureaus in Washington. Not a few newspapers have outgrown or are dissatisfied with their present quarters in Washington. The quarters' committee is composed of Mr. Field, Robert B. Armstrong, Los Angeles Times; Stephen T. Early, of the Associated Press; Frederic J. Haskin, Haskin Information Service; Gus J. Karger, Cincinnati Times-Star, and Jay G. Hayden, Detroit News.

HOLD FIRST DIVISION MEETING

14 Ohio Classified Men Hold Round Table Discussion

Under the direction of the Association of Newspaper Classified Advertising Managers a meeting was held in Columbus, Ohio, January 10, to discuss classified advertising problems. W. S. Campbell, classified advertising manager, Toledo Blade, presided. He was assisted by H. C. MacDonald, the Cleveland Plain Dealer, and Charles Hardin, Columbus Dispatch. The meeting was attended by twenty people representing the following 11 Ohio newspapers in addition to those named above: Youngstown Vindicator, Columbus Citizen, Akron Beacon Journal, Sandusky Register, Cincinnati Times-Star, Dayton Evening Herald, Dayton News, Hamilton Daily News, Canton Repository and Akron Evening Times.

The meeting, which was held in the office of the Columbus Dispatch, was devoted to a round-table discussion of classified problems, and was so successful that it was unanimously decided to hold another meeting in Cleveland on April 5.

This is the first of a series of division meetings which the association plans to conduct during the year. If the publishers of any state desire a meeting they can arrange to have one conducted by the association, if they will write to the Executive Secretary, 326 W. Madison St., Chicago.

Will Hold Newspaper Short Course

A short course in Journalism will be conducted at the University of Wisconsin, Feb. 1, 2 and 3.

RECEIVER FOR TIMES OF BALTIMORE

Started as One-Cent Tabloid in October—Court Orders Paper Run for Thirty Days in Hope Somebody Will Buy It

(By Telegraph to Editor & Publisher)

BALTIMORE, Md., Jan. 24.—The Baltimore Times which started as a penny tabloid October 30 was placed in receiver's hands yesterday by Judge Duffy in the Circuit Court, a state court, who appointed George D. Iverson, attorney representing a creditor, with a claim of \$1,000, and Arthur C. Montell, secretary-treasurer of the Times, receivers, and said he would sign papers allowing the paper to be continued for 30 days.

Today Edwin T. Dickerson, Charles E. Cockey and T. Calvin Carney, filed a petition in the United States Court asking that the Times, Inc., publishers of the tabloid paper, be declared bankrupt. They represented the Eureka Electric Company which claims that the Times owes it \$21,500. George A. Barnhart filed a claim for \$4,500 and William Hollingsworth a claim of \$400.

Judge Duffy of the state court stated that a director of the company told him that the Times' debts amounted to about \$90,000 and that the plant, including presses, was valued at \$80,000. He gave as one of his reasons for allowing the receivers appointed by him to continue publication for 30 the possible sale of the Times to an interested person.

A. C. THOMAS DIES

Widely Known Chicago Newspaper Man Was 71 Years Old

CHICAGO, Jan. 23.—Addison C. Thomas who a quarter of a century ago was one of the mostly widely known newspaper men in the United States, died early today after a brief illness. He was 71 years old.

Mr. Thomas was for a long time superintendent of the central division of the Associated Press with headquarters in Chicago. In developing the present extensive leased wire system of the Associated Press, he played an important rôle. He first demonstrated the possibility of the use of the typewriter by operators in receiving telegraph news. The introduction of the typewriter was brought about only after endless experimenting by Mr. Thomas and long after others had declared the idea impracticable.

The device known as the cyclograph, a duplicating machine used by the Associated Press, also was one of his inventions. It was the first machine to feed ink from the inside of a cylinder, a principle now used in mimeographing. As an executive Mr. Thomas immediately directed the arrangements for handling the news of many stirring events. He was voted a medal of honor by the Board of Directors of the Associated Press.

Obituary

SAMUEL CUSHMAN-CALDWELL, aged 87, on the staff of the New York Tribune since 1872, and a former night editor and Sunday editor of the paper, died January 23. He was editor of the Tribune Farmer, a weekly, from 1902 to 1912.

WILLIAM G. MASTERMAN, aged 63, vice-president and general manager, Hornell (N. Y.) Tribune-Times, dropped dead in the dining room of the Hotel Ten Eyck, Albany, January 23. He was in Albany attending the conventions of the New York State Publishers' Association and the New York Associated Dailies.

EDWIN H. CLOUGH, aged 69, since 1912 on the editorial staffs of the San Diego (Cal.) Union and Evening Tribune, and for 40 years in newspaper work on the Pacific Coast, died January 14.

BENJAMIN G. SKEYHAN, circulation manager of the Rockford (Ill.) Register-

Gazette for the past two years and a member of the business office staff of the paper since 1907, died January 16.

MRS. ROSE DERINDA STALEY HENDERSON, aged 38, formerly society editor of the St. Louis Globe-Democrat, died recently in San Diego, Cal.

GEORGE W. DORSETT, aged 67, for many years a New York newspaper man, died in Port Jervis, N. Y., January 23.

GEORGE BEACHEL, aged 51, former Chicago newspaper man, who has lived at Wantagh for the past three years, was found dead in his bungalow January 22. Death was due to heart failure.

MARIUS PATEAU, editor of L'Action Francaise, Paris, France, a Royalist newspaper, was assassinated January 20 by Mlle. Germaine Berton, an avowed anarchist.

THOMAS H. SIMPSON, a former New York newspaper man, died at Belcher-town, Mass., January 22.

JOHN HENRY BROWN, aged 60, who as Jack Brown was a widely-known New York newspaper man 15 to 20 years ago, committed suicide in a rooming house this past week. It is stated that he did not have a penny when he died. His body was sent to the city morgue.

CHARLES NESENSOHN, aged 56, a pioneer in newspaper snapshot photography and for 25 years a member of the staff of the New York American and Journal, died January 22.

GEORGE WHITCOMB COTRELL, aged 69, a reporter for the Standard News Association, New York, for 25 years, died this past week.

FRYOR T. JONES, aged 87, father of Lester L. Jones, executive representative of the Publishers' Association of New York City, died January 23 at Canfield, Ohio.

MORRIS DANIEL WILKINS, aged 70, superintendent of the pressroom of the Syracuse (N. Y.) Herald for the past five years, died January 22.

MONCURE WOODSON CAMPER, founder and president of the Florence (Ala.) Times, died January 14.

ARTHUR WALLACE QUINN, aged 57, owner of the Keene (N. H.) Poster Advertising Company, died January 15.

V. HUTCHINS, aged 65, editor and owner of the Smith Center (Kan.) Pioneer for 25 years, died January 17.

EDWARD M. TAYLOR, aged 55, publisher of the St. Joseph (Mo.) Journal of Commerce for many years, died January 16.

JAMES A. CAREY, aged 69, for 30 years editor and publisher of the San Francisco Advertiser, an insurance paper, died January 13.

MISS AGNES DAVIS, aged 18, daughter of J. A. Davis, general manager of the Albany (Ga.) Herald, died January 4.

MRS. J. N. FULFORD, a well-known South Dakota newspaper woman, died at Long Beach, Cal., recently, just two weeks after retiring from active business.

G. W. HERVEY, farm journalist and former editor of several such journals in Omaha, died January 21.

JOSEPH T. CRAFT, aged 50, for 21 years city circulation collector on the Washington (Pa.) Observer and Reporter, died January 8.

ALFRED ELY, aged 31, for some years a reporter on the staff of the San Diego (Cal.) Union and Tribune, died January 14.

STEPHEN PAUL WILLETT, aged 63, printing instructor of the Rock Island (Ill.) high school, died January 15.

EDWARD M. TAYLOR, a former publisher of the St. Joseph (Mo.) Daily News, died January 16.

E. L. WALTZ, founder of the Delta (Ohio) Avalanche in 1876, died at his home there January 18. After selling the Avalanche, he founded the Delta Atlas, which is now owned by his son, C. R. P. Waltz.

JOHN YOUNG, who was assistant manager of the New York World when Henry Hurlburt was manager, died at Geneseo, N. Y., January 25. He was seventy-eight and the son of ex-Governor John Young, of New York.

PERSONAL

JAMES T. WILLIAMS, JR., editor of the Boston Transcript, sailed recently for Europe on the America.

Erman J. Ridgway, of the New York Herald and Mrs. Ridgway, have announced the engagement of their daughter, Eleanor, to Edwin Pulver Cook, of Providence, R. I.

W. F. Mixon, publisher of the Woodland (Cal.) Mail for the past 25 years, has been named by Governor Friend W. Richardson, of California, as secretary of the State Highway Commission. He was a member of the Newspaper's Committee during the recent California campaign.

J. L. Sturtevant, editor and publisher of the Wausau (Wis.) Daily Record-Herald, left this past week on a trip South.

Nelson B. Updike, publisher of the Omaha (Neb.) Bee, left Omaha January 18 for quail shooting in Florida; later Mrs. Updike will join him and they will go to Cuba for a month.

Frank E. Howe, owner and editor of the Bennington (Vt.) Banner, has been appointed postmaster of Bennington and has appointed Clayton J. Kinsley, formerly city editor of the Banner, general manager.

J. G. Elliott, president of the Kingston (Ont.) Whig, has been appointed president of the Kingston branch of the League of Nations' Association.

Frank A. Day, editor of the Fairmont (Minn.) Daily Sentinel, is taking treatment at the Mudbaden Sulphur Springs.

Lawrence B. Hert, for the last six years editor and business manager of the California (Mo.) Democrat, is now editor of the Sedalia (Mo.) Morning Capital.

Howard W. Connally, superintendent of second class mail at the City Hall Postoffice, New York, is recovering from a severe illness.

IN THE EDITORIAL ROOMS

JOSEPH J. EARLY, managing editor, Brooklyn Standard Union, will be the guest of honor of the New York State Legislative Correspondents' Association at a dinner February 8 at the Hotel Ten Eyck, Albany. He was formerly the Standard Union's Albany correspondent and a former president of the association.

Edwin D. Lanbright, formerly editorial writer and managing editor of the Tampa Morning Tribune, is now postmaster at Tampa.

M. S. Rukeyer, financial editor of the New York Journal and formerly business and financial editor of the New York Tribune, started column of financial comment for the investor on January 22.

Mrs. Jessie L. Leonard, president of the New England Women's Press Association and managing editor of the Winthrop (Mass.) Sun, is candidate for a selectman of Winthrop.

Daniel J. Duval, sports editor of the Schenectady (N. Y.) Union-Star has obtained a leave of absence on account of ill health and will spend some time in Florida.

John Long, formerly assistant city editor of the Des Moines Tribune, has been promoted from the rewrite desk to city editor of the Omaha Bee. He succeeds Fred S. Hunter, city editor the past three years, who assumes general charge of sports and features. Ralph Wagner and James Baugh continue on sports assignments. Paul Greer is now in charge of editorial pages.

Pete Dixon has quit the San Antonio Express staff to become editor of the Southwest Magazine.

Bruce Laver is now sports writer on the San Antonio Express.

Ben Baines, reporter on the San Antonio Light, who suffered a broken arm

in the wreck of the C-2 airship, is back on his beat.

John P. Irish, former San Francisco newspaper man, recently returned from a trip to the Orient.

Arch W. Jarrell, for the past two years politics editor of the Norfolk (Va.) Virginian Pilot, is now associated with the editorial staff of the Wichita (Kan.) Beacon.

Gonzalve Desaulniers, K. C., for many years a Montreal newspaper man, has just been appointed judge of the Superior Court of Quebec Province.

John J. Carson, formerly Washington correspondent of the Baltimore Evening Sun, has joined the Scripps Newspaper Alliance to serve the Scripps newspapers in Baltimore and Indianapolis. Before coming to Washington, Carson was assistant managing editor of the old Indianapolis Sun and Indiana Daily Times.

Harry W. Frantz, of the United Press, and C. C. Lyon, Sidney B. Whipple, W. H. Porterfield and H. N. Rickey, all of the Scripps Newspaper Alliance, have been elected to membership in the Overseas Writers.

R. Warren MacAllen, formerly House man for the Philadelphia Public Ledger is now on the copy desk of the Washington Herald.

Hugo Riley, former labor editor on the Newark (N. J.) Ledger is now labor editor of the Paterson (N. J.) Morning Times.

L. A. Wertman, has joined the news staff of the Springfield (Ohio) Daily News.

James Beegan, sports writer on the Lynn, Mass., Telegram-News, is now recovering from a serious attack of pneumonia.

Fred McIsaac has resigned as dramatic critic on the Boston American, Nicholas Young succeeds him.

Frank C. Ferguson, formerly of the New York Sun and for the past year sports editor of the Long Island City (N. Y.) Daily Star, has been made city editor of that paper, succeeding Frank S. Kelley, who has joined the staff of the Brooklyn Times.

Miss Martha Foley, late of the Newark Ledger, is now on the copy desk of the Long Island City (N. Y.) Daily Star.

Paul A. Tierney, formerly of the Brooklyn Eagle and more recently managing editor of the Jamaica (N. Y.) Daily Press, is another now on the Long Island (N. Y.) Star copy desk.

Miss Margaret Medbury, who used to do women's features on the San Francisco Chronicle, is now school editor of the Long Island City (N. Y.) Daily Star.

David Mosesso, president of the New York Jewish Tribune and Hebrew Standard and formerly a reporter on the Portland Oregon Journal, was recently official arbiter of the Associated Dress Industries of America.

Fred H. Spaulding, formerly managing editor of the Lynn (Mass.) Telegram-News, has joined the copy desk of the Chicago Herald-Examiner.

Miss Genevieve Mildred Forbes, special writer for the Chicago Tribune, and Mr. John Origen Herrick, have announced their engagement.

Miss Margaret Wilson, who formerly wrote the Tea Table Topics column on the Harrisburg (Pa.) Evening News, has resigned and will make a tour of Europe.

Sid Olin, formerly sports writer for the Pueblo (Col.) Chieftain, is leaving that paper to take over the San Bernardino (Cal.) Sun sports page.

Miss Margaret Russell, for the past two years society editor of the San Diego (Cal.) Evening Tribune, and Lieut. James Charles Lough, medical corps, U. S. N., were married January 14.

Bernice E. Newell, for several years head of the society department of the Tacoma (Wash.) News Tribune, is now doing feature work. Mrs. Mary Stacy Thomson is taking her place.

Charles E. Ogden, formerly editorial writer on the Rochester (N. Y.) Eve-

FOLKS WORTH KNOWING

JOHN F. TIMS, JR., formerly advertising manager of the New Orleans Times-Picayune, was appointed business manager of the paper January 11.



JOHN F. TIMS, JR.

Mr. Tims, who succeeds J. A. Van Buren, resigned to join the Cleveland Plain Dealer, has been with the Times-Picayune for 14 years. He is a native of New Orleans and started newspaper work on the Times-Picayune after graduation from college under Thomas G. Rapier as a clerk in the business office. In 1914 Mr. Tims transferred to the advertising department of the paper and in 1919 he was made advertising manager. Mr. Tims is a director of the New Orleans Advertising Club. C. L. Blackburn, a newspaper advertising man for the past twelve years and a member of the Times-Picayune staff, has been appointed to succeed Mr. Tims as advertising manager.

ning Times, now the Times-Union, recently resigned as director of publicity for the New York State Department of Public Works.

Edward A. Sullivan has joined the staff of the Bridgeport (Conn.) Sunday Post as feature writer.

Arthur J. Kelly has joined the staff of the Trenton (N. J.) State Gazette.

Frank T. Taylor is now telegraph editor of the Trenton (N. J.) State Gazette.

Miss M. Dorothy Roehrig, formerly social reporter for the Trenton (N. J.) Evening Times, is now on the Trenton State Gazette.

William Waldron, reporter on the Trenton (N. J.) Evening Times, has been promoted to assistant sports editor of the paper.

Norman W. Baxter, until recently of the London bureau of the Philadelphia Public Ledger has been assigned to the Washington bureau. He was in Washington for the Public Ledger for several years before his transfer to London in October, 1921.

Louis J. Reilly, of the Bridgeport (Conn.) Post editorial staff, and Miss Genevieve E. Heaphy, have announced their engagement.

Richard W. Clarke, of the New York News staff, and Mrs. Clarke, are the parents of a daughter, born recently in Chicago. Mrs. Clarke was formerly a member of the Chicago Tribune Sunday staff.

IN THE BUSINESS OFFICE

G. W. PRESTON, formerly advertising manager of the Cincinnati Enquirer, has been appointed advertising director of the Buffalo Express and will commence his new work January 29.

Louis Neikrug, formerly business manager of the Paterson (N. J.) Morning Times, has been assigned to the advertising department as an executive.

Henry Hill, business manager of the Kingston (Ont.) Standard, has resigned.

Kenneth Kerr has resigned as advertising manager of the Wilmington (Ohio) News Journal and has bought the Wilmington Clinton County Democrat from Howard L. Burba, Sunday editor of the Dayton News, and James F. Burba.

H. B. Wiener, formerly on the Okmulgee (Okla.) Times, has joined the advertising staff of the St. Louis Star.

Arthur J. Flynn has joined the advertising force of the Lynn (Mass.) Telegram-News, in charge of classified advertising.

C. Newell Felton, of the advertising staff of the Clinton (Mass.) Item, was recently appointed secretary of the Clinton Chamber of Commerce, and also chairman of the Chamber's mercantile committee.

Will H. McConnell, business manager of the Springfield (Ill.) State Journal, is spending his winter vacation in San Antonio.

V. A. Bridge has become circulation manager of the Omaha Bee, succeeding Emer S. Rood. Mr. Bridge was formerly assistant circulation manager and before joining the Bee was in charge of country circulation for the Cincinnati Post and circulation manager of the Fort Worth Press. E. H. Long has been appointed city circulation manager, with Herbert Shannon in charge of the country.

James Austin, formerly with the Omaha World-Herald, is now with the Bee, establishing a merchandising service department. Tom Devaney, also a former World-Herald man, has joined the Bee advertising staff.

Edwin A. Sutphin has been appointed advertising manager of the New York Herald and of the Sun. For the past three years Mr. Sutphin has been national advertising manager of these morning and evening newspapers.

Before joining the Herald-Sun organization, Mr. Sutphin was national advertising manager of the New York Tribune. Mr. Sutphin's successor as national advertising manager will be Winfred Army.



EDWARD A. SUTPHIN

T. Norman Williams, for two years a member of the Chicago staff of Critchfield & Co. and more recently executive secretary for the joint 1922 convention board of the Associated Advertising Clubs of the World and the Milwaukee Advertising Council, has been made manager of national advertising for the Minneapolis Journal.

MARRIED

HERBERT F. GUNNISON, publisher of the Brooklyn Eagle, and Mrs. George S. Baldwin were married January 20 and sailed the same day on the Volendam for Europe. They will return March 9.

Arthur F. Stiles, of the Boston Post city staff, and Miss Hazel Eva Flood were married on January 20.

James M. Kirshner, of the New York Times auditing department, and Miss May I. Downey, who was formerly in the filing department of the Times, were married January 20.

THE MECHANICAL SIDE

WILLIAM P. HAYES, copy cutter of the St. Paul Dispatch-Pioneer Press composing room, has retired from active newspaper work. He has been in the harness 55 years, all but six of them in the service of this paper.

Herbert Betzenderfer, resigned last week as mechanical superintendent of the Paterson (N. J.) Times and has joined the mechanical staff of the New York American.

VISITORS TO NEW YORK

Charles S. Stanton, publisher, San Francisco Examiner.

H. V. Jones, publisher Minneapolis Journal.

Walter C. Johnson, Chattanooga News.

Victor H. Polachek, Chicago Herald & Examiner.

Mrs. Zell Hart Deming, Warren (Ohio) Tribune.

E. Brown, Nashville Tennessean.

R. L. McCormick, Dayton (Ohio) News.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
Extensive experience. Salary start \$85.00 week. Box A-753, Editor & Publisher.

Advertising Salesman
Six years' practical experience in magazine and metropolitan trade publication work. Connected for the last four years with the largest trade paper in field. Thorough knowledge of all phases of advertising. Salary to start \$50, until ability is proven. Address Box A-810, Editor & Publisher.

Advertising Office Man
Age 33, experienced on local and foreign copy desks. Can take charge service bureau. Steady, thorough and reliable. A-1 references. Address A-782, Editor & Publisher.

Advertising Writer-Salesman, managing small daily, seeks attractive proposition, city over 15,000. Address Box A-812, Editor & Publisher.

All-Round Reporter, thoroughly experienced, desires position with prospect of advancement, preferably in middle west. Specialized in court house, police and political work. Young and ambitious. Address A-801, Editor & Publisher.

Business Manager
Five years' experience as business manager of daily. Can fill this position with credit, or would make valuable assistant to publisher. Age 30 and married. Available on reasonable notice. Address A-808, care Editor & Publisher.

Circulation Manager
In the Central West, cities under 100,000, an experienced man, age 34, having a successful record behind him with other publishers, is needed. I solicit your correspondence for further particulars. Manager or circulator, moderate salary requested. Write A-809, Editor & Publisher.

Circulation Manager, now in active charge of a metropolitan paper, wants position demanding real ability. Analytical mind, persistent and thoroughly reliable. Excellent references from present employer and others. Address Box A-755, Editor & Publisher.

Circulation Manager
Have had twelve years' experience in all branches circulation work. Am now connected with one of the largest papers in the East. Past five years in present city with two papers. Do not care to connect with paper that uses premiums or expects to double its circulation with office conferences. If you are looking for a world beater, you can find plenty of wind jammers, but, if you want a man that knows he knows circulation, I am sure it would be to our mutual benefit to address Box A-806, Editor & Publisher.

Classified Advertising Manager
10 years' experience newspaper work, 2 years classified manager. Organizing my specialty, understand every detail pertaining to the accounting end. Looking for permanency that offers a future. Salary secondary. 30 years of age. Married. A go-getter. Box A-786, Editor & Publisher.

Copy Writer-Reporter
2 years' newspaper experience, 1 year associate editor of weekly magazine. Qualified for reporter, copy writer, or house organ work. 24, college graduate. At present employed. Address A-802, Editor & Publisher.

Do You Need an aggressive Business Manager or General Manager? Have made advertising and circulation records in more than one field. Experience embraces work on dailies in cities of 150,000 to 600,000. Would consider buying interest. A-768, Editor & Publisher.

Editor, with New York, Chicago, New England and Southern experience, is ready to take hold of any interesting proposition. Competent to take charge or assist. Strong in co-operation with business publication in advertising and circulation departments. Writer, speaker, executive, practical master of details, can show by doing, trained from street to desk and form. Organizer, agreeable personality, capable in handling force and promoting loyalty. Collegiate and legal education. Terms to suit. Worth investigating. Address Box A-807, Editor & Publisher.

Editor
Man thoroughly experienced in editorial writing, special writing and executive work, one year on leading suburban daily and six years on metropolitan newspaper, open for engagement. Also strong class journal man. Address Box A-814, Editor & Publisher.

SITUATIONS WANTED

Experienced Columnist, feature writer and reporter with international experience seeks post in Middle West. Full particulars on demand. Will forward clippings. Address A-811, Editor & Publisher.

Experienced Reporter, copy reader and re-write man seeks position in New York or vicinity. Address A-805, Editor & Publisher.

Newspaper Business Executive
Seeks connection in New York City, but would consider opening in other fields. Wide experience of over twenty years in all departments, including one of the largest dailies. Best of references. Inquiries confidential. Immediately available. Box A-777 Editor & Publisher.

A Newspaper Man, who is 51 years old, wants a job as managing editor and editor, combined, or either job separately, on a daily newspaper in town from 15,000 to 40,000 population. Could take full charge of small town daily, including business end, if an attractive proposition were made. Not broke nor out of a job, but circumstances make a change desirable. Good health, good spirits, esteemed best editorial writer in state where I now reside. Have built a daily paper now two years old from small beginning to second paper in the state. Hard worker and know and love the newspaper game. Can take some stock later on, if mutually agreeable. Prefer location east of Mississippi or in South. Address A-815, care Editor & Publisher.

New York Advertising Woman Wants advertising or newspaper job. Experienced in reportorial work. Proficient in department store advertising. Address A-798, Editor & Publisher.

Reporter or Secretary
University man, with two years' experience on English dailies, wants position on newspaper or periodical. Speaks French; has done secretarial work. References from George Bernard Shaw and other noted men. For further particulars, write Ernest A. Davies, care Wagner, 432 W. 240th St., New York City.

Superintendent or Foreman
Thoroughly trained composing room executive desires position. Wide range of experience. References. Box A-789, Editor & Publisher.

Wanted
Situation as city circulation manager on evening paper of 25,000 or more. Thoroughly experienced and competent, 25 years of age, married, sober and not afraid of work. Excellent references and can report at once. Address A-800, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Be Wise
If you were ill, you would naturally consult a physician that you believed could properly diagnose your case. If you were in need of legal advice, you would consult the lawyer that you considered familiar with the law. If you were to buy stocks or bonds, you would consult your banker. Then why not consult some reliable and well qualified Broker, if you contemplate the purchase of a newspaper or magazine.
There are available through this agency some very desirable daily, weekly and monthly publications. Some real bargains. Please call upon, wire or write, J. B. Shale, Times Building, New York City.

NOTES OF THE NEWS SERVICE AND SYNDICATES

WILLIAM HARD has resigned from the Cosmopolitan News Service to become Washington correspondent of the Nation.

H. Bruce Boreham, formerly telegraph editor of the Winnipeg Tribune, is now Ottawa bureau night editor of the Canadian Press.

Ernest T. Jenkins has resigned as special writer on the Boston American to join the Cosmopolitan Service in New York.

Clayton Whitehill, of the Washington bureau of the United News, has resigned to go into business with his father in Philadelphia.

Fraser Edwards, formerly of the Washington staff of the Philadelphia Public Ledger, has joined the United Press and has the House assignment.

The Wausau (Wis.) Daily Record-

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

City Editor
Small Florida evening daily wants news editor who is good head writer and layout man. Address A-803, Editor & Publisher.

Contest Manager Wanted
also assistant. Must have best of references. The Bird Syndicate, Pioneer Block, Madison, Wis.

Editor Wanted
Leading financial publication desires to secure services of good editor. News man preferred, rather than editorial, but combination preferred. State qualifications and salary. L. Nymeyer, 1009 Beverly Ave., Chicago.

Editor
By reason of retirement of present editor, who has served the paper for many years, a daily evening newspaper in city of 100,000, within four hours of New York, finds itself obliged to choose his successor. For good reasons prefer bringing outside man into organization. This man must have broad views on public affairs, be capable of taking entire charge of editorial page, assume responsibility therefor, and bring first class references as to ability, etc. The newspaper is independent Democratic and not only a power in its community but recognized as one of the leading newspapers of the East. If interested and can meet requirements, write, giving information as to experience, references, etc. This is a real opportunity for a real man—and is permanent provided he can meet requirements. Address Box A-793, Editor & Publisher.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Hoe 16 page press with complete stereotyping equipment. Four linotypes, Model 18, 2 linotypes, Model 8, 1 linotype, Model 20, 1 linotype, Model 5. This and other newspaper equipment was obtained in the purchase of the Norristown Times. Each piece is in excellent condition and was used to get out the Times until January 1, 1923. Will be sold for cash only. Norristown Daily Herald, Norristown Pa.

Herald this past week has taken full leased wire Associated Press service.
The Salt Lake City Deseret recently contracted for full service from the Consolidated Press Association.

WITH THE SPECIALS

LYNN H. GAMBLE, formerly St. Louis manager for the G. Logan Payne Company, has been appointed

manager of the new St. Louis office of the Allied Newspapers, Inc., direct newspaper representatives, located at 604 Olive street. Mr. Gamble has in the past been connected with newspapers in St. Louis and other cities. Prior to the war he was with the Red Cross in Texas, and during the war he served as a lieutenant in the army in France. The Allied Newspapers, Inc., now have seven offices and others will be opened in the near future.



LYNN H. GAMBLE

Carl A. Schulerberg has been placed in charge of the new St. Louis office of Frost, Landis & Kohn, publishers' representatives, located in the Security building.

C. E. T. Huntley has joined the advertising staff of Hearst's International, New York. He was formerly with the John Budd Company, publishers' representative.

Clarence W. Cramer, formerly with Verree & Conklin, New York, has been appointed field and advertising manager of Natural Gas, the official organ of the Natural Gas Association of America, with headquarters at Cincinnati.

NEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

THE Northwest Missouri Press Association held its annual convention January 13 at St. Joseph, Mo., and elected the following officers: President, Asa W. Butler, Albany Capital; first vice-president, C. B. DeWitt, Cameron News-Tribune; second vice-president, B. J. Bless, Jr., Weston Chronicle; secretary, Miss Beatrice Winn, Marysville State Teachers College, and treasurer, J. P. Tucker, Parville Gazette.

The Kansas Press Association annual convention closed in Topeka today.

The Rochester Typotheta and Rochester Club of Printing House Craftsmen, held a Benjamin Franklin dinner January 20 at the Hotel Rochester.

Asa W. Butler, editor of the Albany (Mo.) Capital, was elected president of the Northwest Missouri Press Association at St. Joseph on January 13.

The Arkansas Press Association will hold its annual meeting at Lake Village June 7 and 8.

ADVERTISING

W. Frank McClure, vice-president of Albert Frank & Co., was elected chairman of the advertising council of the Chicago Association of Commerce at the annual meeting held in Chicago recently. Homer J. Buckley and John H. Logeman were elected vice-chairmen.

The Kansas Association of Display Men recently held their annual meeting in Topeka and elected the following officers: president, Fred M. Murray; first vice-president, Harvey Rhode; second vice-president, Howard Watson; and secretary-treasurer, B. F. Fennimore.

The New York City Advertising Managers Association held a luncheon yesterday at the Advertising Club.

A luncheon conference on church advertising was held January 25 at the White Rose Restaurant, New York, under the joint auspices of the New York City Federation of Churches, the New York Advertising Club, the Eastern Region of the Y. M. C. A., the Y. M. C. A. International Committee, and the New York Y. M. C. A. The speakers were the Rev. Clinton Wunder, the Baptist Temple, Rochester, N. Y., who spoke on "Making Religious Advertising Pay," and Dr. Christian F. Reisner, the Chelsea M. E. Church, New York, who led the discussion. Ivy L. Lee was the chairman of the meeting.

The Hutchinson (Kan.) Ad Club has voted to begin a definite system of advertising for Hutchinson churches and has appointed a special committee for this work, at the same time the head of the ministerial alliance was made a member of the club.

The Town Criers' Club of St. Paul has unanimously indorsed a program of advertising for that city which calls for the expenditure of \$85,000 this year. Practically all the daily papers in the trade territory of the city will be utilized.

The Galveston Advertising Club recently elected the following officers for the ensuing year: G. B. Clark, president; L. W. Reed, vice-president; O. A. Walker, Jr., treasurer; H. C. Hague, secretary; A. P. Vaughan, V. H. Ungar, G. L. Stevens, Harry I. Cohen, Gus Gonsoulin, I. D. McMaster and Harry Davidson, directors. The club starts its study class the latter part of this month.

The Advertising Club of New York will entertain at a beefsteak dinner and dance January 29. Ex-Governor Haskell of Oklahoma, will be the speaker at weekly luncheon of club January 31. Miss Anne Morgan was the speaker at the club's luncheon January 24. Her subject was Reconstruction in the Red Zone in France.

A charter has been granted by the American Legion for the formation of an Advertising Men's Post at Boston. Among the advertising men on the organization committee are Carroll J. Swann, Claude Pendill, Alden H. Kenyon, Allen H. Wood, Jr., Carl Tomer, Alex Marshall, Louis Glaser, Ben Fitzgerald, Jack Sweeney, A. O. Price and Fred J. Bonnet.

TIPS FOR AD MANAGERS

J. D. Bates Advertising Agency, 257 Main street, Springfield, Mass. Placing account for Robinson Manufacturing Company, Westfield, Mass.

George Batten Company, 331 4th avenue, New York. Placing orders with some Western newspapers for the Associated Service Corporation. Placing orders with newspapers in selected sections for Baugh Machine Tool Company, Springfield, Mass. Renewing contracts with some Mid-West newspaper for S. D. Warren Company, Warren standard paper, Boston.

Blackman Company, 120 West 42nd street New York. Making 3,000 line contracts for Alfred H. Smith Company.

W. L. Brann, 11 East 43rd street, New York. Using 1 page, one time in farm papers for Montgomery, Ward & Co. Chicago mail order house.

Brooke, Smith & French, 206 Eliot street, Detroit, Mich. Placing account for Detroit Show Case Company.

Calkins & Holden, 250 5th avenue, New York. Making 10,000 line contracts for Southern Cotton Oil Trading Company.

Campbell & Campbell, 21 East 40th street, New York. Using 28 lines, twice for Earl Products Company.

Cecil, Bareto & Cecil, 12th & Bank street, Richmond, Va. Making 5,000 line contracts for Cheek Neal Coffee Company.

Collins-Kirk, Inc., Wrigley Bldg., Chicago. Preparing a list for John F. Jelke Company.

Conover-Mooney Company, Harris Trust Bldg., Chicago. Making 2,900 line contracts for the Chicago Herald-Examiner.

Cotter Advertising Agency, 97 Oliver street, Boston. Using metropolitan newspapers for the Alden Speare's Sons Company, Cambridge, Mass.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing account for Wirt Company, Philadelphia, manufacturers of Dim-A-Lite electrical fixtures. Placing account for U. S. Industrial Alcohol Company, Alcorub and Pyro, New York.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Renewing newspaper contracts for Coca-Cola.

Doremus & Company, 44 Broad street, New York. Placing account for New England Steamship Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000 line contracts for the Booth Fisheries Company. Making 5,000 line contracts for Western Grocer Company. Making 10,000 line contracts for Good-year Tire & Rubber Company.

Federal Advertising Agency, 6 East 39th street, New York. Making 2,800 line contracts for I. Blyn & Son.

Albert Frank & Co., 14 Stone street, New York. Making 3,000 line contracts for Sanderson & Son.

Friend-Wiener Advertising Company, Woolworth Bldg., New York. Placing account for Hudson Navigation Company, New York.

Charles H. Fuller Company, 629 South Wash-ash avenue, Chicago. Placing copy on J. W. Brandt Company.

Grandin, Dorrance, Sullivan, Inc., 130 West 42nd street, New York. Preparing schedules for a large list of newspapers for Harrisburg Shoe Manufacturing Company, Harrisburg, Pa. Mary Lee shoes. Placing account for Kellogg Manufacturing Company, Rochester, N. Y., engine drive pumps. Placing account for the Brand Brewing Company, Chicago. Newspapers will be used, starting in the Middle West in February.

Green, Fulton, Cunningham Company, 28 East Jackson boulevard, Chicago. Preparing a list for Nash Motors.

Guesner-Bradford Company, Tribune Bldg., Chicago. Sending out one time orders on the International Research Laboratories. Making 2,000 line contracts for George H. Mayr.

Pepsin Syrup Company, Monticello, Ill. Making 5,000 line contracts direct.

J. R. Hamilton Advertising Agency, 326 West Madison street, Chicago. Using copy in Illinois and Wisconsin papers on Thomas Webb, coffee.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Are placing some advertising in selected papers for Pierce-Arrow Motor Car Company, both passenger and trucks.

Wm. A. Ingoldby Advertising Agency, 1204 South Broadway, Los Angeles. Reported will use newspapers west of the Mississippi for Morris & Snow Seed Company, Los Angeles, Cal.

Martin V. Kelley Company, Second Nat. Bank Bldg., Toledo. Making 7,000 line contracts for Cole Motor Car Company.

Lambert & Feasley, 17 East 49th street, New York. Sending out schedules for Lambert Pharmaceutical Company.

Lord & Thomas, Wrigley Bldg., Chicago. Sending out copy for general distribution on Pepsodent Company.

McLain-Simpers Organization, 210 West Washington square, Philadelphia. Placing account for Individual Drinking Cup Company, Easton, Pa.

Mitchell-Faust Advertising Company, Tribune Bldg., Chicago. Are using more space on Armour Grain Company.

Nichols-Moore Company, 2063 East 4th street, Cleveland. Placing account for Bessemer

Motor Truck Company, Grove City and Philadelphia, Pa.

C. H. Norwood, Inc., 1182 Broadway, New York. Placing orders with newspapers in various sections for H. & G. Klotz and Ed Pinard, Perfumery, 84 5th avenue, New York.

Owl Advertising Agency, Terre Haute, Ind. Making 3,000 line contracts for P. D. Q.

Wm. H. Rankin Company, 15 West 37th street, New York. Reported to be using full pages in rotogravure newspapers for Mineralava. Placing account for Eavenson & Sons, Camden, N. J., soap. Making 1,000-line contracts for National Carbon Company.

H. E. Remington Company, 225 East Erie street, Chicago. Making 8,811 line contracts for Remington Typewriter Company.

Roberts & McAvinche, Boyce Bldg., Chicago. Sending out copy for general distribution on Cluett-Peabody Company.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing account for Vitamin Food Company, 1819 Broadway, New York.

Frank Seaman, Inc., 470 4th avenue, New York. Placing account for Munn & Co. Placing account for the Burroughs Adding Machine Company. Reported to be placing account for Gillett Safety Razor Company.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Making 800 line contracts for Calumet Baking Powder.

Spafford Company, 10 Arlington street, Boston. Placing account for William Leavens & Co.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 3,000-line contracts for Swift & Co., Chicago.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Renewing some newspaper contracts for William Wrigley, Jr., Company, Chicago, chewing gum.

J. Walter Thompson Company, Lytton Bldg., Chicago. Renewing some newspaper contracts for American Appraisal Company, Milwaukee. Are adding new towns to the list for Scholl Manufacturing Company.

J. Walter Thompson, 242 Madison avenue, New York. Making 1,000-line contracts for Franklin Baker Company. Making 2,800-line contracts for Andrew Jergens.

Tracy-Parry Company, LaFayette Bldg., Philadelphia. Placing account for Regal Shoe Company.

Vanderhoof & Co., 167 East Ontario street, Chicago. Placing account for Nachman, Springfielder Company, Chicago, auto and furniture springs.

Williams & Cunmyngham, 6 North Michigan avenue, Chicago. Making 3,000-line contracts for J. L. Kraft & Brothers Company. Placing copy for Morris & Co., for general distribution.

C. C. Winningham, Book Bldg., Detroit. Making 10,000-line contracts for Hudson Essex Motors. Placing account for Continental Rubber Works, Erie, Pa.

Wortman, Corey & Potter, Utica, N. Y. Reported to be preparing newspaper campaign for National Paper Products Company, Carthage, N. Y., No Waste toilet paper.

Van Patten, Inc., 50 East 42nd street, New York. Making 2,800-line contracts for G. L. Miller Company.

NOTES OF THE AD AGENCIES

N. W. AYER & SON, Philadelphia advertising agency, has admitted George H. Thornley as a co-partner. He will continue to be in charge of new business as he has been for the past four years. The other members of the firm are F. Wayland Ayer, Jarvis A. Wood, Wilfred W. Fry, William M. Armistead, James M. Mathes and Adam Kessler, Jr.

William T. Mullally, president of William T. Mullally, Inc., New York advertising agency, has been appointed by President Lou E. Holland, of the Associated Advertising Clubs of the World, to serve on the auxiliary board of governors of the Arbitration Society of America.

John H. Stumberg has joined the printing production department of the Chambers Advertising Agency, New Orleans. Joseph H. Neebe, western vice-president of Grandin-Dorrance-Sullivan, Inc., advertising agency, in charge of the Chicago and South Bend offices, on February 1 will transfer to New York headquarters.

James D. Gabler, direct advertising, sales counsel and service specialist, New York, will conduct course in typography as part of the university extension work of Columbia University commencing February 7. These courses are similar to those which Mr. Gabler conducted during the fall term which has just closed.

The Rowland Advertising Company, Inc., New York, recently opened a branch

office at 25 Rue Taitbout, Paris, France, with George R. Hull, formerly of the New York office, in charge. Either Worth Colwell, president of the agency, or Edward F. Korbell, vice-president, will visit the Paris office next summer.

J. S. Getchell is now a member of the staff of Brooke, Smith & French, Inc., Detroit advertising agency, coming from the United States Advertising Corporation, Toledo.

Lawrence V. Gumbinner, recently with the Alfred Austin Advertising Agency, New York has opened an advertising agency under his own name in New York.

Jackson Evans Moore, recently associated with the advertising and sales management of the Naceskid Service Chain Company, Trenton, N. J., has started an advertising business in that city. He was formerly with Barron G. Collier in several Southern cities.

Lloyd Back, formerly president of the Jenkins, Back & Killian and later with the Hoops Advertising Company, has established an advertising service at Chicago under his own name.

Florence Odell, formerly in charge of advertising for the Austin Machinery Company, Chicago, has joined the staff of Estey & Co., Chicago advertising agency.

P. S. McCormick and John Kane have joined the staff of J. T. H. Mitchell, Inc., New York advertising agency as account executives.

William H. Horesley, secretary of the Izzard Company, Inc., advertising agency, Seattle, has been elected secretary-treasurer of that agency, succeeding Maree Chandler Rotch, treasurer, resigned.

Brooke, Smith & French, Inc., Detroit advertising agents, have appointed Cliff Knoble, for five years advertising manager and assistant to the sales manager of the Liberty Motor Car Company, a member of their production department staff.

Sidney C. Haskell, formerly with Doremus & Co., Chicago, has joined the staff of the Chicago office of Albert Frank & Co.

W. N. Bayles of the Powers-House Company, Cleveland advertising agency, has been elected a vice-president of the Associated Advertising Clubs of the World, representing the Fifth District. Mr. Bayles succeeds Lynn W. Ellis, resigned, of the Cleveland office of the H. K. McCann Company.

Thomas A. Baggs, vice-president of the Arthur M. Crumrine Company, Columbus, Ohio, is now in charge of the New York office of that advertising agency.

James T. Aubrey and John C. Moore have organized a general advertising agency in Chicago, under the name of Aubrey & Moore. Mr. Aubrey was formerly advertising manager of Hearst's International. Mr. Moore was formerly associate director of the Allied Publicity Bureau, and a member of the Nichols-Moore Agency of Cleveland.

Don Watts, recently with Watts, Scott & Beutell, Inc., Atlanta advertising agency, is now with the New Orleans office of the Ferry Hanly Advertising Company as account executive.

W. J. Baxter, recently advertising manager of the Ford Motor Company, of Canada, Ltd., has joined McConnell & Fergusson, Ltd., London (Ont.) advertising agency.

G. H. Hawkins, with the Etridge Company, Chicago, for the last eight years, has joined G. H. E. Hawkins, Chicago advertising agency as a special copy writer.

H. G. Telford, formerly with the National Bank of Commerce, New York, has joined the production department of Calkins & Holden, New York advertising agency.

Irvin F. Paschall, until recently vice-president of the Roland Kay Company, Chicago, has established his own advertising business in Chicago.

At the recent annual meeting of the stockholders of William T. Mullally, Inc., New York advertising agency, the following officers were appointed for the

BRITISH GOVERNMENT OFFICIALLY INVITES A. A. C. W.

[By Cable to EDITOR & PUBLISHER.]

London, Jan. 26.—Premier Bonar Law yesterday received F. A. Wilson-Lawrenson, representative of the Associated Advertising Clubs of the World and authorized him to say that the British invitation to hold the 1924 A. A. C. W. convention in London will have his personal support and that of the British Government.

ensuing year: William T. Mullally, president; Edward T. Harris, first vice-president; Noah G. Stiles, second vice-president; H. J. Riker, third vice-president; Miss F. A. Seidell, treasurer; Miss A. E. Tighe, assistant treasurer; B. H. Pillard, secretary, and J. V. Fallon, assistant secretary.

F. N. Merriam, Jr., has started an advertising business at Newburyport, Mass., under the name of the Merriam Company.

H. L. Harris, recently with Frank Seaman, Inc., has joined the Greenleaf Company, Boston advertising agency, as vice-president in charge of production.

The John Service, Inc., direct-mail service, New York, has appointed Louis Victor Eytting chief of its copy staff. He founded and was for two years editor of Postage.

Charles Addison Parker, vice-president of the Victory Account Banking Corporation, Los Angeles, and formerly vice-president and secretary of the Curtis Company, Detroit, has formed an advertising idea and copy service in New York under the name Charles Addison Parker & Associates. August Ganthier, until recently manager of the Issues of Today, and Phyllis Bender, formerly Detroit manager, the Biow Company, are members of the new company.

Walter H. Collins, recently assistant editor of Walden's Stationer & Printer, has joined the Hicks Advertising Agency, New York, as account executive.

Leslie J. Hannah has withdrawn from the Hannah-Crawford, Inc., Milwaukee advertising agency. He is organizing a research and creative department for the J. L. Fulton Company, typographers, Chicago.

WITH THE AD FOLKS

SIR CHARLES HIGHAM, chairman of the British committee for the 1924 London convention of the Associated Advertising Clubs of the World, and F. A. Wilson-Lawrenson, chairman of the American committee, who has been in England consulting with British publishers and advertising men for some time, sailed for New York today on the Mauretania. They will arrive February 3.

H. L. Armes, formerly of the staff of Wood, Putnam & Wood, Boston advertising agency, has been placed in charge of creation and direction of advertising for Wilson Process, Inc., Wilson sewed shoes and will make his headquarters with the Boston office, 183 Essex street.

Arthur S. Goodall, who recently resigned as advertising manager of the Dorris Motor Car Company, has been appointed sales and advertising manager of the Buck's Stove & Range Company, St. Louis.

A. A. C. W. Vigilance Head Missing

William P. Green, director of the National Vigilance Committee of the Associated Advertising Clubs of the World, has been missing since last Monday, when he left his home in East Orange, N. J., to take a train for Columbus, Ohio. Mr. Green did not reach the train and at the time EDITOR & PUBLISHER was going to press he had not been found. New York headquarters of the A. A. C. W. has instituted a search for Mr. Green covering all hospitals and hotels but as yet no traces of him have been found. Mr. Green had been in ill health for some time and complained of pains in his head the morning he left to take a train for Columbus.

